

# PRINTERS' INK

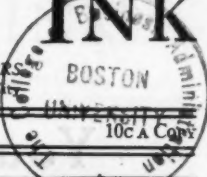
Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXIII, No. 6

NEW YORK, MAY 10, 1923



## *The "where" and the "how"*

Woe to him that would grow willows in the desert or cacti along a sedgy bank. Nature's decrees are absolute in respect to the "where" and the "how." All who attain gardening success must observe them slavishly, must be in truth allies of Nature in the battle for the crop.



But Nature is twice blessed in having as her allies The Storrs & Harrison Co., of Painesville, Ohio. This great firm supplies ambitious seeds and sturdy shrubs, trees and flowers to both professional and amateur gardeners. *But it does more.* It follows each of its products with careful instructions as to "where" and "how." No wonder The Storrs & Harrison catalog has become the planter's bible on country estates and suburban home lots!

Ours is the privilege of spreading the evangel of this nursery firm that follows through.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO



B. A. I. S. 1919 with  
N. W. Ayer & Son



## You May Be One

of those manufacturers who have been telling the world what wonderful increased sales your house has shown during the past six months compared with a year ago.

You may think stocking the jobber and dealer is the last word in successful sales work.

But in some industries today sales managers are beginning to hear from the field tales of disappointment because the goods are not moving to the consumer.

Where do you get off if these goods do not move soon?

Consumer advertising is the only answer, and farm paper advertising should receive careful consideration in any plan along this line because it represents the coming market.

May we study your problem with you in confidence and without obligation.

## The Standard Farm Papers

*Represent the Coming Market*

They are read by well-to-do business men—farmers—and their entire families, where the quality idea prevails.

**Hoard's Dairyman**  
Established 1870

**Progressive Farmer**  
Established 1886

Birmingham, Raleigh,  
Memphis, Dallas

**The Wisconsin Agriculturist**  
Established 1877

**Prairie Farmer, Chicago**  
Established 1841

**The Breeder's Gazette**  
Established 1881

*Western Representatives:*

STANDARD FARM PAPERS, INC.  
Wallace C. Richardson, Mgr.  
1100 Transportation Bldg.  
Chicago

**The Farmer's Wife**  
Established 1900

**The Nebraska Farmer**  
Established 1859

**Wallaces' Farmer**  
Established 1895

**Pacific Rural Press**  
Established 1870

**The Farmer, St. Paul**  
Established 1882

**The American Agriculturist**  
Established 1842

*Eastern Representatives:*

WALLACE C. RICHARDSON, INC.  
95 Madison Ave.  
New York City

*All Standard Farm Papers are members of the Audit Bureau of Circulations*

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXIII

NEW YORK, MAY 10, 1923

## Buying at Home Power Is Prosperity's Index

A Glance at Certain Trends among Big Groups of Consumers

By Roy Dickinson

**B**USINESS is good right now, but leaders of industry are being asked to prophesy how long it will stay good. Many of them give warnings. They call attention to the absence of big foreign markets, increasing imports and our present high production. Herbert Hoover recently pointed out that "record productive activity occurred in March while an increasing consumptive demand apparently digested the goods produced without an appreciable increase in stocks." He draws comfort from the fact that we are close enough to 1920 not to have forgotten its lessons and says: "The future course of business conditions is seen by the Department of Commerce as determined largely by adherence of the business community to the lessons learned in 1920."

The recent survey of the Federal Reserve Board says: "The volume of goods produced and consumed during the first quarter of 1923 probably exceeds that of any similar period in the history of the country."

Many facts are shown to support this statement. One of them is particularly interesting to men engaged in marketing. It is that "the goods now being produced are moving satisfactorily into the channels of distribution." Advertised goods pay their way through distributive channels and do not tie up unnecessary credit for either the manufacturer or retailer. The

statement also indicates that though there has been expansion there is as yet no evidence of unhealthy speculation. The country is prosperous, but its leaders are also cautious. The two states of mind are valuable when they go hand in hand.

It is reassuring to be told that leaders of industry this time are combining enterprise with caution. They are interested in the "consumptive demand" mentioned by Secretary Hoover. They are doing all in their power to increase it by consistent advertising and sales efforts. But for the most part they are going easy on big purchases of raw material, are not accumulating more inventory than they need, and are keeping before their eyes the principle of factory and dealer turnover instead of speculating in new buildings and fast expansion. Most manufacturers are striving to build permanent markets for the present and the future instead of trying to do two years' business in one.

Production for March being at a peak, they are stimulating domestic demand.

And though an agreement in Europe between the two nations most in the public eye is expected soon by many, the average business man is not now counting too much on a big export demand, even though our favorable export balance is slightly higher than in pre-war years—1913, for example.

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Whenever a leader of industry is asked what the prospects for the future are in his territory, he is very apt to confine his discussion to domestic purchasing power. If America will not be able to export its surplus at profitable prices, prosperity must depend upon the capacity of the home market to absorb it. A look, therefore, at the purchasing power of the two biggest classes of consumers in this country, the farmer and the wage-earner, is in order.

A manufacturer's business is by no means four walls and a line of shafting. It is the people who use his product. The men who sell life insurance, breakfast food, corsets or short-vamp shoes, are interested not only in making and advertising a product for the consumer to buy, but in seeing that the consumer's pocketbook has sufficient money to purchase that product. The manufacturer has discovered that the consumer's buying power is an extremely elastic thing. The industrial history of the country has proved it; his own sales and advertising campaigns have made the fact sure. One of the best bits of advice ever given is this principle employed by many successful manufacturers: "Make it a point to talk to as many users of your product as possible in their homes every once in a while. Some of the best ideas to improve products and to improve consumers' purchasing power have been discovered by manufacturers in this way."

Making goods in volume and selling them to domestic consumers at a reasonable price is a good recipe for sound prosperity. The consumer's state of mind if the opposite course is pursued is well known and its 1920 lesson fresh in the mind. And there is necessity for careful thought in that fact. Two neighboring headlines in the paper a few mornings ago should interest both manufacturers and laboring men. One said, "New Sugar Boycott Is Planned Here as Prices Drop." This story told of house-to-house canvassing by women to urge sugar restric-

tions during high prices. In the next column on the front page the headline said, "May Halt Building to Check High Wages and Material Cost." The story told of a meeting of 100 prominent builders, bankers, architects, real estate men and merchants to discuss the evils of "snowballing" in wages. Builders related individual experiences to show that wage demands entirely unrelated to the individual's production were making building at a reasonable price next to impossible.

#### INTERPRETATION OF THE REASON BEHIND HIGH WAGES

High wages, if they are earned, are an important factor in domestic purchasing power. If based only on power to force them, they are even worse for sound prosperity than an artificially restricted supply of manufactured products.

Putting more earned money into the pocketbooks of users surely comes under the head of merchandising. The new Ford \$100,000,000 water-power project furnishes an interesting example of how important a part of merchandising this one manufacturer considers it. He offers to the two big groups of consumers—farmers and wage-earners—a new way to add to their purchasing power. During the winter when farmers are idle on their farms he will give them employment in his power plants at city wages. Group movements among these two great classes of consumers have a definite bearing upon the merchandising plans of manufacturers.

Without any idea of trying to visualize individual consumers it is the purpose of this article to observe certain tendencies that are influencing the purchasing power and the mental attitude of the home market in its relation to goods that are now being produced in satisfactory volume. Before discussing certain tendencies among the farmers and laboring men, it is well to emphasize once again that future prosperity in this country depends upon production.





MR. W. P. ODEN  
SHREVEPORT, LA.

## 43 YEARS A SUBSCRIBER TO CHRISTIAN HERALD

Every business man knows the value of repeat orders. They are the surest test of value and satisfaction. It is not through mere chance that the Christian Herald consistently renews over 70% of its subscribers each year.

## The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

Chicago Office:  
225 North Michigan  
Boulevard

Pacific Coast Representatives:  
Blanchard-Nichols-Coleman  
Los Angeles San Francisco Seattle

George Eastman, president of the Eastman Kodak Company, in a recent statement to the *New York Times*, covers this axiom of good business in the following words: "You must make sure that production keeps pace with compensation. It should be made plain, this thing called money is only a medium of exchange and if labor drags or if the manufacturer tries to restrict output in order to make an unfair profit the money shrinks in relative value. Economical manufacture and economical distribution are the basic essentials of prosperity. The most important thing that we have to learn is that prosperity depends upon production."

"Things to eat, and wear and use and play with must be produced. Prosperity will be permanent when employer and employee learn to co-operate in an effort, not for the greatest immediate profits, but in an effort to see how cheaply they can produce a good house, a good suit of clothes, or a good mouse trap. Business will continue to be good if we can only get it into our minds that we must play fair with the other fellow. We must produce good goods for him at a fair price so that he may produce good goods for us at a fair price. On such a basis there can and will be the widest exchange in commodities—and that means work for everybody combined with prosperity for everybody."

In addition to his sound words about production, Mr. Eastman shows in this statement that the trouble with labor and capital is not always that they are thinking along different lines, but too much along the same lines. The working man who thinks there are only so many shirts to be made in the world and thus works as slowly as possible upon them to string out his labor, and the manufacturer who cuts down production instead of trying to increase demand, are alike working on the wrong principle.

Henry Ford's views on the same subject were stated a few days ago. "Paying higher wages tem-

porarily in a mad bid for men," he said, "than a plant can pay permanently, does not increase production nor do anybody much good. Oftener it results in decreased production and is harmful to the men. Under the stimulus of unnaturally high wages not based on permanent production, men are induced to assume responsibilities which they cannot carry out in normal times, and so the failure backs up until it overflows business men in every line."

On the basis that individual production must always keep pace with compensation in order that a man may hold his job, the national advertisers have long been doing a service by putting on a pedestal a phonograph, an automobile, a new piano or a better rug, and making the workmen try for it. They have increased his desire to own more and better things, to improve his standard of living and to produce more goods to get those things. And in order that he may have the wherewithal to get those things he wants, other employers must compensate other buyers for their production. This instead of being a vicious circle is a circle which stretches continually to the good of every individual in America.

#### A CONSIDERATION OF THE FARMER

But before considering what is happening to the workman's compensation and to his mental attitude, let's look for a moment at the farmer. While there are not so many of him as of other groups engaged in working for wages in our industries, transportation lines and mines, he is actually the most important consumer in the country. His income is elastic. The Department of Agriculture estimates his increased buying power in 1922 over the year previous at two billion dollars. Much has happened recently to increase his buying power. We are here concerned with only one phase of it—better selling of his product by co-operative marketing.

Readers of PRINTERS' INK have been kept in close touch with  
(Continued on page 166)



## **"Look out, Dick! Gimme that soap!"**

"Take some water with it, Gimme! Sounds funny to hear you askin' for soap."

"S'hat so! Well, just let me tell you that when your ears are as clean as mine are now, I'll be watchin' my gran'son wash your gran'son's face."

The evolution from cave-man grime to meticulous personal cleanliness is one of the most surprising things in boyhood. And when boys reach the age of soap and kindred toilet accessories, it is amazing what nice taste they develop.

This is the time to tell them your story, because the brands they pick in youth usually are the brands they stick to for life.

## **THE AMERICAN BOY**

*"The Biggest, Brightest, Best Magazine for Boys in All the World"*

carries a more direct advertising appeal to boys than any other medium you can use. A half-million habit-forming boys, averaging 15½ to 16 years in age, are its regular readers. They find AMERICAN BOY stories ring true, and they trust the messages of advertisers in the magazine they respect.

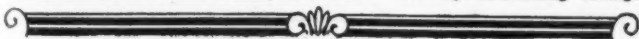
Tell them, in their own publication, the merits of your soap and other "he-man" stuff for one's toilet. Put your case before a jury that will return a self-renewing verdict in your favor. Copy reaching us by May 15th will catch the July issue.

**THE SPRAGUE PUBLISHING CO., Detroit, Michigan**

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York

1418 Lytton Building Chicago





## BRUSH STROKES— *or Whistler's "Mother"*

ONE of the best known artists in America has a small reproduction of Whistler's "Mother" hanging on the wall of his bedroom.

Though recognized as one of the masterpieces of modern art, it does not hold its place on that wall because of its technique or because of the admiration of one artist for another's work.

It is there because of its universal emotional appeal—"Its soul is right."

Every sales manager knows the salesman who comes back without an order

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but radiant because a buyer has complimented him on his ability—told him in a sort of confidential way that he was the best salesman that had come to him in many a day.

No doubt the buyer was sincere in his observation, but he was impressed by words and not by their meaning. The man who gets the order does his job so well that he does not call attention to his technique.

Recently a man in the publishing business observed to a member of the J. Walter Thompson Company "how easy it must have been to write a campaign" for a certain product. So effectively had emphasis been concentrated on the product that the means whereby it was accomplished was not at all in evidence.

Do not let the magazine reader say of your advertising, "That's a good ad." Have it designed in such a way as to stimulate him to the action you want of him, without calling attention to the "brush strokes."

J. Walter Thompson Company, New York, Chicago, Boston, Cincinnati, Cleveland, London.

# How and When to Mail Direct Advertising

How Advertisers Can Help Expedite Delivery of Direct-Mail Matter

(Special Washington Correspondence)

LATE last month the Information Service of the Post Office Department issued a statement to the press that Postmaster-General Harry S. New, a former newspaperman himself, had embarked on a definite policy to secure the transmission of newspapers in the mails with promptness and regularity equal to the transfer of first-class mail. This statement contained, in part, the Postmaster-General's announcement of the policy to the 339,000 postal employees, as follows:

"The department is desirous at this time, prior to organizing to meet what seems to be a reasonable demand, to ascertain what newspapers in the country have had experiences of irregular and faulty service of such an extent and nature as to indicate some infirmity in the method by which newspapers are handled, and it desires also to obtain the co-operation of editors and managers of newspapers in working out a remedy.

"You are aware that much circular and miscellaneous matter is committed to the mails wrapped somewhat similar to newspapers while not requiring the same expedition in transmission, and that newspapers are delayed on account of being involved in a mass of such kind of less important mail."

Newspapers gave the report wide publicity and many users of direct advertising material supposed that the policy would mean a further delay in the transmission and delivery of circular letters, broadsides, folders, booklets and the like. But recently, when this phase of the subject was mentioned to Postmaster-General New, he declared that the giving of preference to newspapers would not delay the usual delivery of third-class or any other mail.

"The policy discussed," he said, "is intended primarily to benefit the public. One of the most interesting and valuable features of every newspaper is its timeliness. People away from home want to get the home news as quickly as possible. In many instances a delivery delay of twelve or twenty-four hours makes a newspaper worthless to the recipient. In this the department wants to meet the desires of the public as promptly as possible.

"So we notified all of the employees of the department to acquire as much information on the subject as they could, in order to better the service in this direction. It has been suggested that newspapers be wrapped in some standardized form or color, so as to render them instantly recognizable to the postal clerks while sorting the mail. This or some other suitable method will be adopted; but in the meantime we are doing the best we can to hasten the delivery of newspapers.

"This does not mean that advertising material will be delayed in the slightest beyond the usual time for delivery. Circular letters under one-cent postage, catalogues, booklets and other forms of material which take the third classification are delivered throughout the country from a day and a half to two days later, on the average, than first-class mail."

## HOW ADVERTISERS CAN HELP THE POSTAL SERVICE

During the interview Postmaster-General New explained some of the present difficulties of the Post Office Department and, incidentally, mentioned several ways in which advertisers can secure better postal service.

"For several months past," he continued, "the work of the department has been handicapped



# Every One in Iowa

Every man, woman and child could ride in an Iowa-owned automobile at one time without loading over five persons to a car—that means buying power.

**A**UTOMOBILE tires, oils and accessories sell steadily and in quantity in Iowa. So do toilet goods, food products, chewing gum and all the things that are bought by intelligent American families with comfortable incomes.

The shortest route to Iowa's pocket-book is via The Des Moines Register and Tribune.

Manufacturers who are interested in the Iowa market may obtain valuable assistance in solving their Iowa merchandising problems by writing to the merchandising department of the

## Des Moines Register and Tribune

The Backbone of Practically Every Successful  
Advertising Campaign in Iowa

134,284 Daily

124,620 Sunday

Six Months Average Net Paid Ending March 31

somewhat through lack of funds. At the present time we are handling mail at the rate of more than eighteen billion pieces a year. This is by far the largest volume of business the department ever has been called upon to handle. The increase has been sudden and without warning and the last appropriation has not been sufficient to expand the service as we would like to do.

"There should be an emergency fund, I think, authorized by Congress, on which the Postmaster-General could draw in case of such an emergency, with the approval of the Director of the Budget and, perhaps, the Controller-General. Understand, I am not in favor of elastic appropriations, or anything of the kind, but there should be a fund to take care of sudden increased demands from all government departments that are vital to the general business of the country.

"There has been a real emergency this year. The tremendous increase in the volume of mail matter has taxed to the utmost every member of the entire Post Office Department. An emergency fund would have allowed the department to handle the increased business without over-exertion and at the same time to improve the service.

"Not only in time of emergency, but at all times, the business concerns of the country could greatly assist the Post Office Department to give them better service without increasing their expenses and, in many instances, with a saving of office space and equipment. It is the custom of the vast majority of concerns to deliver their mail to the post office but once a day—at closing time, which is the peak hour in practically every post office. A few others make two deliveries, and those who deliver their mail more frequently are very rare exceptions.

"Every company that issues a large volume of mail should make from four to six post office deliveries a day. This is particularly advisable with concerns which publish a quantity of direct adver-

tising matter. Every advertiser should appoint someone in his office to see that such deliveries are made regularly. There is nothing else that he could do that would so greatly accelerate the work of the department.

"Most of the complaints we receive are traced back to careless and untimely deliveries to the post office. The mail is sorted at the fastest rate that the human being is capable of attaining; train schedules are carefully anticipated and closely made and frequently a margin of as little as thirty minutes will delay the delivery of a quantity of mail as much as twelve hours or more.

"Advertisers should by all means, get in touch with their local postmasters and learn the hours that are most convenient for the prompt handling of third-class mail. Advertising mail is frequently addressed hurriedly and in such a manner as to cause a slowing down of the process of sorting because the addresses cannot be read quickly. It should be addressed as carefully as the most important letters.

"One of the greatest needs of the Post Office Department is the better understanding of and closer co-operation with its patrons. If advertisers and all others who send out large volumes of mail matter would conform their mailings to the simple requirements of the postal service their advertising material could be handled and delivered with almost the expedition of first-class mail."

### Black, Starr & Frost Planning National Advertising

Plans are now being considered for a national advertising policy by Black, Starr & Frost, New York jewelers. Calkins & Holden, Inc., New York, have been appointed to direct this company's advertising.

### Elected President Chesebrough Manufacturing Company

C. W. McGee, formerly vice-president, has been elected president of the Chesebrough Manufacturing Company (Consolidated), Inc., "Vaseline" preparations, New York, succeeding O. N. Cammann, retired.



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# Automobiles and Accessories

Because of the success this agency has had in the wearing-apparel field, many have come to think of us as a textile agency. It is a fact that we have been equally (if less conspicuously) successful in the marketing of automotive products. Is there a manufacturer of motor-cars or accessories in the audience who is looking for a fresh viewpoint—whose business is suffering from “too much static”? We want to hear from him.

✓

*Which of these books shall  
we send you?*

How to Judge an Advertising Agency  
Points on Merchandising Advertised Products  
Through Department Stores  
Merchandising Advertised Products  
Through Drug Stores

## J·H·CROSS<sup>CO.</sup>

*General Advertising Agents*

CROSS BUILDING, 15TH & LOCUST STREETS  
PHILADELPHIA

*Members:*

American Association of Advertising Agencies  
National Outdoor Advertising Bureau  
Audit Bureau of Circulation

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## *Why They Use Collier's*

**N**O PUBLICATION is so much alive to its readers, or read with such warm, personal interest as Collier's. An increasing number of far-seeing advertisers are using the national influence of Collier's to help them sell goods.

*Some of the advertisers with space ordered in Collier's for 1923, are:*

- |                                    |   |
|------------------------------------|---|
| Addressograph Co.                  | Disappearing Propeller Boat Co.                 |
| Aladdin Co., The                   | Doubleday, Page & Co.                           |
| American Products Co.              | Douglas Shoe Co., W. L.                         |
| American Safety Razor Corporation  | Durham-Duplex Razor Co.                         |
| American School                    | Eastman Kodak Co.                               |
| American Telephone & Telegraph Co. | Edison Mazda Lamp Works of General Electric Co. |
| American Tobacco Co., The          | Esterbrook Pen Mfg. Co., The                    |
| Auto-Strop Safety Razor Co.        |   |
| Babson Bros.                       | Falk Tobacco Co., Inc.                          |
| Bauer Chemical Co., The            | Felt & Tarrant Mfg. Co.                         |
| Bradley Knitting Co.               | Fisk Rubber Co.                                 |
| Bristol-Myers Co.                  | Florence Mfg. Co.                               |
| Buescher Band Instrument Co.       | Forhan Company                                  |
| Burrowes Co., E. T.                | Fruit, Garden & Home                            |
| Burt Co., Philo                    |   |
| B. V. D. Company, Inc., The        | General Electric Co.                            |
|                                    | General Motors Truck Co.                        |
| Chevrolet Motor Co.                | Gillette Safety Razor Co.                       |
| Chicago, Burlington & Quincy R.R.  | Globe-Wernicke Co., The                         |
| Clicquot Club Co., The             | Goodrich, B. F., Rubber Co., The                |
| Colgate & Co.                      | Goodyear Tire & Rubber Co.                      |
| Colonial Chemical Corp.            |   |
| Colt's Patent Firearms Mfg. Co.    | Hair-Groom Co., The                             |
| Comer Mfg. Co., The                | Hamilton Institute, Alexander                   |
| Congoleum Company                  | Hassler, Inc., Robert H.                        |
| Continental Scale Works            | Hinds Co., A. S.                                |
| Conn. Ltd., C. G.                  | Hood Rubber Co.                                 |
| Current Opinion                    | Hoosier Mfg. Co.                                |
|                                    | Holcomb & Hoke Mfg. Co.                         |
| Decorative Arts League             | Horlick's Malted Milk Co.                       |
| Dexter Rubber Mfg. Co.             | Hotel McAlpin                                   |
| Dictograph Products Corp., The     | Hudson River Day Line                           |

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Lambe

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Larus

Life

Ligget

Little

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Metrop

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International Correspondence  
Schools

International Harvester Co.

International Typewriter Exchange

Ingersoll Watch Co., Inc.

John L. Whiting-J. J. Adams Co.

Knox-Dunlap Hat Co.

Lambert Pharmacal Co.

Larkin Co.

Las-Stik Patch Mfg. Co.

Larus & Brother Company

Life Extension Institute

Liggett & Myers Tobacco Co.

Little Leather Library Corp.

Lyon & Co., J. M.

Lyon & Healy

McCormick & Co.

McKinlay, Stone & Mackenzie

Mead Cycle Co.

Meccano Co., Inc.

Mentholatum Co., The

Metropolitan Life Insurance Corp.

Meyer & Co.

Miller Co., G. L.

More Razor Co.

National City Co., The

Oakland Motor Car Co.

Old Town Canoe Co.

Olds Motor Works

Olmsted, Allen S.

Osborne Mfg. Co., The

Palmer Photoplay Corp.

Palmolive Co., The

Parker Mfg. Co.

Pelman Institute of America

Pepsodent Co., The

Putnam Sons, G. P.

Racine Iron & Wire Works

Remington Typewriter Co.

Review of Reviews Corp.

Rickenbacker Motor Co.

Richards Co., J. A.

Rotospeed Co., The

Royal Diamond & Watch Co.

Schrader's Sons, A., Inc.

Shipman-Ward Mfg. Co.

Shivers, Inc., Herbert D.

Sloan's Liniment

Smith & Wesson

Sprague Publishing Co.

Stephens Motor Car Co.

Sweet, L. W.

Texas Company, The

Tulloss School, The

Underwood Typewriter Co., Inc.

U. S. Shipping Board

Waltham Watch Co.

Wesley, Edward, Co.

Western Electric Co.

Westinghouse Electric & Mfg. Co.

White, David

Williams Co., J. B., The

Willys-Overland, Inc.

Wollensak Optical Co.

Young, W. F., Inc.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

## When An Old Friend of the Family Introduces You To Chicago

you may be sure that what you have to say will be listened to with respect. There will be no time lost in preliminary proving of your financial or social standing.

Through THE CHICAGO DAILY NEWS—the old friend of the family—thousands of strangers have already met the western metropolis. They have profited generously, and have been content with the welcome accorded them by open-hearted, prosperous Chicago through the newspaper to which the city has turned daily for two generations.

Through no other single source can confidential relations be established with so great a proportion of the city's buying power. Only in THE DAILY NEWS can this introduction to all of Chicago be secured *at one time*.

MEET CHICAGO THROUGH AN OLD  
FRIEND OF THE FAMILY

## THE CHICAGO DAILY NEWS

*First in Chicago*

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# English Firm, of Long Standing, Starts American Advertising Campaign

American Branch of Josiah Wedgwood & Sons, Ltd., to Explain, in Paid Space, What Wedgwood Ware Is

IF there is ever established in this country a museum for permanent exhibits of noteworthy advertisements, one corner of it will quite likely be set apart for specimens which, for want of a better name, might be designated "More or Less Rare."

Such a classification would refer not so much to the character of the advertisements as to the use for which advertising is employed. For one of the needs of the present advertising era is a method by which one may invest the term advertising with a particular meaning. Advertising is variously employed to make announcements, to introduce new products, to intensify distribution, to purchase good-will, to put a new idea into public consciousness or to keep an old one from slipping out of it. Yet there is but the one term, advertising, for designating all of these many different uses.

Because of this, the cause of advertising sometimes suffers misjudgment. Talk to the manufacturer of a rare old product about advertising that product—some article that has been made for a hundred years or more by a family or group of craftsmen—and the chances are that his knowledge and observation of the practice of advertising will be totally separate from any actual experience with it in connection with his own product. He will probably be unable to understand any form of advertising except the kind he sees most frequently—the kind used for advertising clothing, breakfast foods, candy, and chewing gum. When it is suggested to him that he advertise his rare old product he would be quite likely to exclaim, "What? Advertise my rare and precious article after the manner in which beans or soft drinks are advertised? Never!"

It may seem queer to read in a journal devoted to the consideration of advertising that it (advertising) is still greatly misunderstood by many people, but such is nevertheless the case.

A man stood in a jeweler's store recently considering the purchase of a rare watch made by an obscure firm in Switzerland. The jeweler mentioned the name with some respect.

"I never heard of them," said the man. "Do they advertise?"

"Advertise!" gasped the jeweler. "Great Heavens, no. They don't make cigarettes!"

## WHAT ADVERTISING MEANT TO HIM

All that the term advertising meant to the jeweler was its use for promoting the sale of cigarettes. Advertising for creating an appreciation for the value of a rare watch was incomprehensible to him. There are others like him, not only among retail merchants but among manufacturers and professional men.

Josiah Wedgwood & Sons, Ltd., is an English firm located at Etruria, Stoke-on-Trent, England. The business was established about the year 1759 and has been carried on continuously since that time by the direct descendants of its founder. Among the firm's many products are tableware, such as dishes, plates, jugs, teapots, and all the varied articles used in the serving of meals, and an extensive line of decorative ware of jasper and basalt, consisting of vases, ewers, taper-holders, cameos, statuettes, portraits and bas-reliefs.

In addition to the company's sales throughout England and other countries, a substantial amount of business is done in the United States. A number of years ago an American corporation was

formed under the name Josiah Wedgwood & Sons, Inc., of America. Kennard L. Wedgwood, president of the American company, whose general offices are in New York, is in charge of sales for the United States and Canada. Wedgwood products

tous one for the reason that the English company has grown to world-wide dimensions without advertising and enjoys a most excellent reputation for quality and reliability wherever its goods are sold.

Mr. Wedgwood recognized, however, that a great many people in the United States do not know wherein Wedgwood differs from other makes of pottery and china. The name Wedgwood means little or nothing to large numbers of Americans, and some of those who have heard the name believe it to stand for a certain style or kind of decorative ware—that it is a generic term for certain bric-a-brac, or plaques, or vases, or something or other that may be hung on a wall or placed on a plate-rail.

It sounds like a common noun and the wood part of it suggests that it might be something made of a material like teak or ebony.

An advertising campaign is being employed, consequently, to tell the consumer what Wedgwood is, that Wedgwood is the name of the man who originated it, just what his contribution to the art of pottery was, to

explain the extent of the Wedgwood line, that it embraces useful ware as well as decorative ware, and to protect the buyer against substitution and imitation.

The advertising is interesting for two reasons. First, because it shows the initial effort of a very old and very conservative concern. Second, the nature of the product offers certain difficulties of presentation which have been solved in

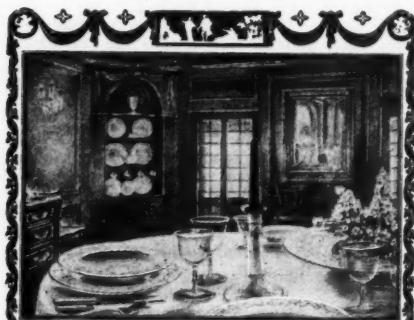


Table Service of embossed "Queen's Ware," by Wedgwood.

"Had Josiah Wedgwood produced no other kinds of pottery than his table wares in the perfected cream-colored earthenware, or 'Queen's Ware,' as it was christened by permission of Queen Charlotte when he was appointed Potter to the Queen, in 1765, he would still have been known to the world as an able and distinguished potter, for his plates and dishes, tumblers and sauce-boats, cups and saucers, jugs, teapots and general table ware, made in such vast quantities in this particularly English material, have never been surpassed in that combination of utility with elegance which must always be regarded by one of the outstanding merits of his 'useful' wares."

—*Josiah Wedgwood and his Pottery*, by William Burton, Fank & Wagnall, 1922.

Today this ever-popular and unusually serviceable ware is being made in the same place, in the same design, and by the same skilled hand-processes as the "Queen's Ware" of one hundred and sixty years ago. Its translucent coloring—a deep rich cream softly relieved by the delicate shadows of the embossed patterns—gives dignity and restraint, while slight variations in workmanship, so characteristic of handcraft, lend a subtle charm of human interest. Its neutral tone assures perfect harmony with any color scheme.

"Queen's Ware," like many other Wedgwood products, has been widely copied and imitated, and the purchaser should not fail to see that the ware is stamped with the genuine mark of Wedgwood.

Our illustrated booklet "A" will be sent upon request.

Mark on China



**Josiah Wedgwood & Sons, Inc.**

OF AMERICA

155 FIFTH AVENUE NEW YORK

WHOLESALE ONLY

Potteries Bristol, Stoke-on-Trent, England

Mark on Queen's Ware,

Jasper, Basalt and other

Earthenware

WEDGWOOD

THIS ADVERTISER HAS A FASCINATING SUBJECT TO TALK ABOUT

are sold throughout the United States in jewelry stores, gift shops, china and crockery stores and the better class of department stores.

In the endeavor to create a greater appreciation and demand for Wedgwood products in this country, Mr. Wedgwood decided to employ advertising for the first time in the company's history. The decision to do this was a momen-

an apparently effective manner.

Advertising an article like Wedgwood pottery is one of the more difficult tasks of advertising, because there is so much to say about it, strange as that may seem. The line is very, very extensive, comprising table and decorative ware, plaques, cameos, vases, figures, busts, earthenware and china. To convey any hint of the extent of such a line, or to make more than the briefest reference to the quality of the product, the historical background of the concern and the important place the company occupies in the industry—to do all this or a small part of it in an advertisement seems like attempting the impossible.

In addition there is the inherent difficulty of reproducing in an advertisement the designs on tableware. Some of the most beautiful Wedgwood tableware is often made in plain patterns the beauty of which it is practically impossible to convey through the medium of printer's ink.

#### A BOOKLET IS THE INITIAL STEP

A first step in the preparation of the advertising campaign was a booklet that covers the points referred to, namely, the life and work of Josiah Wedgwood, a description of the potteries at Etruria, England, and illustrations of the line or at least a number of the more important items.

This booklet is of sixteen pages, size four and one-half by six inches, and bears on the cover the word "Wedgwood" with a reproduction of the famous Portland Vase, of Jasper, an original of which is in the Wedgwood collection in the British Museum.

The series of advertisements, which appears in a list of national class publications, features the booklet as a bid for direct inquiries. The illustration in one advertisement shows a "Table Service of embossed 'Queen's Ware' by Wedgwood," in which several of the more important pieces of a table service appear on a table in the foreground, with other pieces displayed in a cabinet in the background.

The advertisement contains no caption save the caption of the illustration, already quoted, therefore no telegraphic message flashes at the reader as his eye travels over the page. The illustration and the signature—Josiah Wedgwood & Sons, Inc.—make the bid for attention.

Quite an interesting part of the booklet is a section entitled "A Selection from Wedgwood Trade-Marks" in which is reproduced a number of trade-marks used at various times in the company's history, beginning with the first "Wedgwood" which was adopted when Josiah Wedgwood first established himself as a manufacturer on his own account at Burslem in 1759.

Another interesting point is the amount of disinterested literature that has been written on Josiah Wedgwood and his work by various authors, including our own Elbert Hubbard. The list taken from the last page of the booklet follows:

*Josiah Wedgwood, Master Potter*, by Arthur Herbert Church, F. R. S.; *Josiah Wedgwood and His Pottery*, William Burton; *Josiah Wedgwood and His Works*, Eliza Meteyard; *The Imperial Russian Dinner Service*, Dr. Geo. C. Williamson; *The Makers of Black Basalt*, Capt. N. H. Grant; *Staffordshire Pottery and Its History*, Josiah C. Wedgwood, M. P.; *Josiah and Sarah Wedgwood*, Elbert Hubbard; *Wedgwood and His Imitators*, N. Hudson Moore.

In addition to the foregoing, considerable space is devoted to a description of Wedgwood and his work in the *Encyclopaedia Britannica*.

No manufacturing will be done by the United States branch of the company. The New York office is maintained for sales and warehousing only. Representatives of the American company leave New York twice a year with lines of samples and call on wholesale houses and department stores in the larger cities. The smaller cities are covered by the wholesalers' representatives.

In connection with a business like that of Josiah Wedgwood &

Sons there is a vast amount of historical matter that is of much interest to the student and prospective purchaser. The potteries at Etruria, England, have been written about many times. They are a connecting link between the second half of the eighteenth century and the present day, and in many ways the atmosphere and traditions of the earlier day have been faithfully preserved throughout the five generations of the Wedgwood family, from the founder to the present head of the business.

The advertising campaign described in this article is confined to the United States and is experimental to a degree. Future developments will be watched with interest.

### Advertising Campaign for a New Cigarette

The Penn Tobacco Company, Wilkes-Barre, Pa., manufacturer of Honeymoon, Penco, Penn and Sterling smoking and chewing tobacco, is planning an advertising campaign for a new product, OK cigarettes. The initial work of the campaign will be in the nature of a test and will be confined to a restricted territory.

Hoyt's Service, Inc., New York, will direct this advertising.

### K. V. S. Howland with W. S. Hill Company

Karl V. S. Howland has joined the W. S. Hill Company of New York, advertising agency. He was formerly president of the Independent Corporation, publishers, New York. He also has been with The Outlook Company, New York, as secretary. Mr. Howland more recently was president of the Phonic Laboratories, Inc., New York.

### James A. Tedford with Ruthrauff & Ryan

James A. Tedford has resigned as manager of the New York office of the Wylie B. Jones Advertising Agency to join Ruthrauff & Ryan, Inc., advertising agency, New York. He previously had been associated with the New York office of the Lyddon & Hanford Company.

### Joins Brooke, Smith & French Agency

E. W. Andrews, for the last five years manager of the Morse Advertising Agency, Detroit, has joined Brooke, Smith & French, Inc., advertising agency, also of Detroit. He will have charge of space buying.

## Government Investigating Alleged Violation of Sherman Act in Advertising

The United States Attorney's office for the Southern District of New York is conducting an investigation with respect to a complaint of alleged violation of the Federal Act of July 2, 1890, in connection with national advertising.

The Federal Act of July 2, 1890, is the Sherman Anti-Trust Act, which forbids combinations in restraint of trade.

Inquiry for information concerning this investigation has been made by PRINTERS' INK at the office of the United States Attorney for the Southern District of New York.

Assistant United States Attorney R. W. Joyce has informed PRINTERS' INK that no report could be made concerning the investigation, and the names of those alleging violation of the Sherman Act and those alleged to have committed the violation could not be given. He also informed PRINTERS' INK that the names of persons who had been requested to appear at the office of the United States Attorney for the Southern District of New York could not be made public.

### Frank D. Webb in Advertising Counsel Work

Frank D. Webb has resigned as advertising manager of the Baltimore *News* and *American* to establish himself as a merchandising and advertising counsel at Baltimore. Mr. Webb will be associated with his brother, D. Stuart Webb, who has conducted an advertising business under his own name at that city for several years. Miss Anne J. Coleman and Alfred I. Arnold, both recently with the merchandising department of the Baltimore *News*, and F. R. Webb, father of Frank D. and D. Stuart Webb, will be members of the new organization.

### Chicago Agency Changes Firm Name

Benson, Gamble & Crowell is the new name of the advertising agency at Chicago which has been conducted under the name Benson, Gamble & Slaten. L. A. Crowell, whose name replaces that of Fred A. Slaten in the firm, has been with the agency for the last year and has been a member of the firm for some time. Mr. Slaten has not been connected with the agency for the last three years.

### New Campaign for Hewitt Rubber Company

Automobile and other trade papers are being used in a new advertising campaign on tires and mechanical rubber goods which the Hewitt Rubber Company, Buffalo, is conducting. A direct-mail campaign of 20,000 pieces weekly has also been started. Edward M. Kelly, Buffalo advertising agent, is directing this advertising.



# Industrial leaders are helping you to sell more automobiles in Philadelphia

When the head of a great industry, like Samuel M. Vauclain, says, "If a man of mine won't add gasoline power to his leg power, I don't want him," the market for automobiles takes a jump.

If you make automobiles, or accessories, you can profit from this increased market in Philadelphia this summer. You can tell practically every prospect in the "third largest market in the United States" about your product through *The Bulletin*.

*The Bulletin* every day goes into nearly every home, office and workshop in Philadelphia, Camden and their suburbs.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

PHILADELPHIA'S NEWSPAPER.



The circulation of *The Philadelphia Bulletin* is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

(Copyright 1923—Bulletin Company)

# Oklahoma Cannot Be Covered by any Combination of National Farm Papers

**The Oklahoma Farmer-Stockman fits logically into every campaign made up of national or state farm papers.**

The percentage of "national" circulation to the number of farms is much less in Oklahoma than in most other states. The following analysis of the states ranking from 1st to 14th in crop values visualizes the need and logic of supplementary advertising in Oklahoma:

Take six largest national and two representative "class" farm papers:

Country Gentleman  
Farm & Fireside  
Farm & Home  
Farm Journal

Farm Life  
Successful Farming  
Breeder's Gazette  
Hoard's Dairyman

The following table shows the combined paid circulation of that group in the first 14 states:

	State Rank (Value All Crops 1922 U.S. Dept. Ag.)	Total Circulation of 8 "Nationals"	Percent Coverage	Farms 1920 Census
Oklahoma	14	89,660	47%	191,988
Pennsylvania	13	422,859	209	202,250
Nebraska	12	164,948	132	124,417
Wisconsin	11	251,107	133	189,295
Missouri	10	208,831	79	263,004
New York	9	394,745	204	193,195
Ohio	8	380,054	148	256,695
Minnesota	7	211,578	118	178,478
Kansas	6	223,493	135	165,286
North Carolina	5	95,169	35	269,763
California	4	98,364	84	117,670
Illinois	3	358,607	151	237,181
Iowa	2	282,341	132	213,439
Texas	1	109,837	25	436,033

## The Oklahoma Farmer-Stockman

All circulation figures Dec. 1922  
A. B. C. statements from Standard  
Rate & Data Service, April 1923 issue.

Total Paid	In Oklahoma	In Texas
140,261	97,522	27,614

50.8% Coverage

**Most Circulation—Greatest Lineage**

# Be Covered Properly by of National Farm Papers

The Oklahoma Farmer-Stockman alone has more paid circulation in the state of Oklahoma than the eight national papers combined.

In other words, even this large list of nationals gives only a 47% coverage of Oklahoma farms—too small in proportion to other states. The Oklahoma Farmer-Stockman will increase this inadequate “national” coverage in Oklahoma by 50.8% making a combined total coverage of 97.8%.

Of course the ratio would be similar if you take only one or more of the eight nationals listed.

Oklahoma, with a state rank of 14th in value of all crops in 1922, obviously requires The Oklahoma Farmer-Stockman (one of the ranking sectional farm journals the country over) to balance every farm paper list.

## The OKLAHOMA FARMER-STOCKMAN

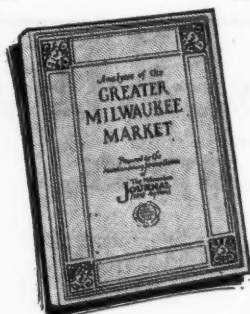
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.  
THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Kansas City Atlanta San Francisco

test Lineage—Lowest Rate



Consumers do the buying—and getting their reaction BEFORE you advertise to them will enable you to eliminate costly experimental work and increase sales more profitably.

## A Half-Million Consumers of Toilet Articles and Accessories

### *Do You Sell*

#### CREAMS

Cold Creams  
Cleansing Creams  
Vanishing Creams  
Night Creams

#### POWDERS

Face Powders  
Talcum Powders

#### DENTAL

#### PREPARATIONS

Tooth Powders  
Tooth Pastes  
Liquid Tooth Cleaners

#### MISCELLANEOUS

Mud Packs  
Rouge  
Lipsticks  
Manicure  
Preparations  
Eye Beauty  
Preparations  
Hair Nets  
Hair Pins—Bone  
Hair Pins—Metal  
Perfumes  
Toilet Preparations  
Shaving Preparations  
Razors

—the buyers is a representative section of the national market, Milwaukee-Wisconsin, disclose their buying habits in this second volume of The Milwaukee Journal surveys. It is packed with vital sales information. Thorough dealer investigations are included also.

Accurate, comprehensive analysis is given on every Toilet Goods and Accessory product distributed in this market:

- the number of packages used by a half-million people—the number of people who are users and non-users.
- the brands are listed in the order in which they rank as best sellers.
- how price affects the sales of these products—and whether the higher or lower priced articles enjoy the biggest sales.

Hundreds of pages of such important information is given—the most valuable market analysis ever compiled for those who make, sell or advertise any of these products. \$2 will bring you this survey on Toilet Articles and Accessories—the cost to The Journal is \$5 per volume. Reserve your copy now, as requests will be filled in the order in which they are received.

**The Milwaukee  
JOURNAL  
FIRST—by Merit**

# What the Credit Man Does to and for Sales

Credit Losses May Be Too Small to Give Capacity Production

By Charles Austin Bates

THE Credit Manager came softly into the President's office with a handful of papers and an apologetic air.

"Hello, Mac," said the President, who is also sales manager, "how much perfectly good business are you trying to crab this morning?"

"Well, there are three orders from Katz that I can't pass, on the information I have, unless I get your moral support. There's another [Bliven's] Steelton account and on that the credit risk is all right, but the account is not profitable."

"All right, let's take up Katz's Kittens first. Whatza matter with them?"

"This Boston order for about \$10,000 comes from a concern Katz says will buy \$150,000 a year. Good account, live people, prize location. But I can't find that their net worth is over \$15,000 with about \$10,000 quick, and if they do \$150,000 a year with us they will sometimes owe us \$20,000 to \$25,000, no matter how much we try to hold it down."

"Their statement shows too much stock on hand, too much receivables and too much payables. They are working their net capital overtime, and their credit to the limit. We'll have to take their paper, and if business isn't good we will have to renew it. We'll have to supplement their capital with ours. We will make a possible net profit of \$10,000 to \$12,000 in a year and we risk more than that to do it."

"It is all right if things go all right, but I 'remember the Maine' and I also remember the spring and summer of 1920, when it was distinctly unfashionable for dealers to meet their trade acceptances. I know you want sales this month to beat last year and to keep the

factory on its toes, but if you want this order you'll have to put your initials on the credit. The two other orders from Katz are fair enough credit risks, but the prices and terms don't look good to me. I know prices and terms aren't my business, but—"

"You're wrong, Mac, prices and terms and quality of product and behavior of salesmen and every other blamed thing are part of your business. All of us are working for one thing in this concern and that is net profit, and anybody who has an idea or a thought that might help in that direction must come across with it, even if it drops on someone else's toes. Let's pass the Kittens for a minute. What's wrong with Steelton?"

## WORKING ON THE SELLER'S CAPITAL

"Nothing, except that he ties up our capital. He owes us now almost as much as he paid us in 1922, and here's an order for about as much more. He is worth the money, but he is doing business on our capital and since 1920—"

"Yes, I know, we need the capital ourselves, and since the banks aren't forcing money on us as they did in 1919, we can't carry so many profitable slow accounts. Just the same, I want sales this month, but you don't get my initials on anything. I'll try to sell you these credits, but it is up to you to decide. I initialed Greenwood, South Carolina, once and Tulsa once, over your veto and I know what it cost us—so, never again. But do you realize that 15,000 units in the factory in a month cost us \$10 per unit and 20,000 units cost us \$9.50 per unit?"

"We can take a little risk or a smaller price on the 5,000 excess and still make a handsome margin. The best credit man in the world

isn't the one who shows the smallest percentage of loss. The best sales manager isn't the one who always gets the top price. What we want, and what Henry Ford wants, is capacity production. Volume works miracles in the profit and loss statement. Far be it from me to try to argue you into a bad risk, but don't forget that we have to take some chances. I would rather give too much credit to an up-and-coming concern that will give us adequate representation, than to sit tight with a gilt-edged credit risk that will let our goods oxidize on its shelves. We want our product to get into the hands of consumers and be consumed.

"We believe our stuff is right. We believe that it is good enough to repeat. Therefore it is worth something to us to get it going strongly in any given territory. We can do this in several ways, and all of them cost something. We can spend money for advertising and salesmen and wait until we get a perfect credit risk—or we can make the advertising immediately effective by giving credit and backing to a less responsible concern, whose members may not be so solid, but are much more active and energetic. The man who 'has made his' is a good credit risk, but he plays safe, and playing safe doesn't pile up quick volume. Our advertising will in time get us exactly the account we want, but if we loosen up a little on the credit and get our goods on a live dealer's shelves, *today*, the advertising begins to make dividends *tomorrow*.

"Bear this in mind—sales of 15,000 units total \$225,000 per month, with \$18,000 average net profit—20,000 units mean \$300,000 sales and \$24,000 profit, to which is to be added the 50 cents per unit lower production cost on 20,000—\$10,000. In other words, increasing our sales one-third just about doubles the net profit, less the cost of getting the excess sales—advertising, salesmen, price concessions, long terms, credit losses.

"These boys in Boston are spread out pretty thin, but what-

ever their net worth, it has been made in the business. They are successful so far. They have ability, industry and ambition. If we had a branch in Boston we would be glad to employ them as managers.

"Suppose you pass half of the order for shipment and have Katz watch the account. If the goods move we will get our money. If they don't move we can take them back. Meanwhile, they may as well be in Boston exposed to sale with the bright light of our advertising focused on them as lying idle in our stockroom. If the account looks better to you in a few months you can loosen up on the credit line.

"Yes, I know that is the wrong way to figure except on a small percentage of our total sales. But half of one per cent credit loss frequently costs more than two and a half per cent loss. Salesmen, as a rule are poor judges of credit, but a credit manager without some selling instinct is mis-cast. He not only kills sales, but he kills salesmen.

#### WHEN CASH IS AS IMPORTANT AS AN ORDER

"Now, on the Steelton account, I am with you. Tell Blivens he must collect the old balance before you will pass this new order. I'll write him myself. He is one who doesn't realize that a sale is not complete until we have the money in the till. He must be made to know that getting in the cash is as much a part of his job as getting the dotted line properly decorated.

"As you go out, Mac, tell Miss Underwood to bring her book and a nice sharp pencil.

"Note to Blivens, Miss Underwood!

"Dear Bliv: Mac says your Steelton account is no good and the only way you can get him to pass another shipment is to send in a settlement of the present account. The condition of the account is your fault and no one else's. You've let yourself be buffaloed. Theoretically this account should bring us \$30,000 or

more per year, but last year it was only \$6,000. The difference went to our wicked competitors and you know as well as I do that they got their money while we haven't.

"If you aren't strong enough to get the account into better shape you better forget it and if necessary forget Steelton altogether. I don't care where your sales come from so long as they reach the total you owe us for your draw and expense. Dauphin County isn't the only one in Pennsylvania. As a matter of fact there are forty towns of over 5,000 population in your territory and you are not covering more than twenty-four of them. You can't cover more than twenty-four and do it right, so don't waste time on dead ones.

"You have had our line tied up in Steelton for a year and you have put in a lot of time there with no real results. It is time to have a show down. The trouble is, you have let your customer sell

himself to you while you haven't had backbone enough to make him understand how valuable our line and our co-operation is to him. You owe us and him better service than this. He can do more business and make more money with our line than with any other. You have let him make you believe he was doing you a favor in buying your goods and your weakness has made *him* believe it, too. That's no basis for good or permanent or satisfactory business.

"Don't forget that no trade is a good trade unless it benefits both parties. We don't want any business that we are not entitled to on our quality, price and service, because anything we get on any other basis we can't hope to hold. The lad who pays your salary and mine and Steelton's profits and the dividends to our stockholders is the consumer. If we, or Steelton, try to make too much profit, or run our businesses extravagantly, the consumer gets the short end

**The  
George L. Dyer Company  
42 Broadway  
New York**

**Western Offices  
76 W. Monroe St.  
Chicago**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

of the stick and by and by he finds it out. If Steelton deals with us in a way to increase our cost of operation—which he has been doing—we have to add that cost to what the consumer pays. Whenever you spend time and expense money out of proportion to your results you are doing the same thing. And we must either reform you or fire you—just as you must reform or fire Steelton.

**WHEN BOTH SIDES BENEFIT THE ORDER IS PROFITABLE**

"Make these things plain to him. He has asked you, and you have asked us, for a lot of things—long time, special discounts, excess advertising allowances, rebates and what not—that would have increased our cost of doing business and must have gone into our prices. It all looks very smart to a so-called shrewd buyer to do these things, but it is uneconomic. Whatever unnecessarily increases the spread between factory cost and consumer price is bad business. It increases the sales resistance, and decreases volume. Make your customers understand this. Don't be afraid to talk plainly to them. We want their business if it pays them to give it and us to take it. Not otherwise.

"You know of course that when I talk about reforming or firing you it merely emphasizes the fact that you are going to reform and reform Steelton.

"The idea is to make you so darned mad that you'll put the account into good shape, just to show me how wrong I am. Go to it—and more power to you!"

**Paint Account for Oakland Agency**

The Fire Retardant Products Company, Oakland, Cal., has placed its account with the Cummings Advertising Service, of that city. "Retardo" paint, a fire-resisting compound, will be advertised in newspapers and by direct mail.

**"Life" Appoints New England Representatives**

Charles Dorr and Charles W. Corbett, publishers' representatives, Boston, have been appointed New England representatives of *Life*, New York.

**Fraudulent Advertising Law Interests Foreign Legation**

CZECHOSLOVAK LEGATION

WASHINGTON D. C., April 16, 1923.

Editor of PRINTERS' INK:

This will acknowledge your letter of April 14 and thank you for the clipping of the reference to PRINTERS' INK Model Statute which you enclosed, in addition to giving the names of twenty-two States that have adopted this legislation.

A copy of this Statute was requested in order that the Legation may keep posted on the work of the different associations and committees in the United States which desire to protect the public from fraudulent advertising.

CZECHOSLOVAK LEGATION

DR. A. Z. STANGLER,  
Commercial Attaché.

**Simplification Idea Brings an Advertisable Product**

A campaign on the "All Work" file in conjunction with its regular line is planned by the maker, Fayette R. Plumb, Inc., "Plumb" hammers, hatchets, files, sledges, and axes, Philadelphia. This new "All Work" file, PRINTERS' INK is informed by F. P. Green, sales promotion manager, was developed for the man who needs a file for various kinds of work, and is a part of a conservation plan for the elimination of odd items and sizes in its line, which this concern adopted several years ago.

**Boxes for Packing Hosiery Standardized**

The Government Bureau of Standards has practically completed its work of standardizing the boxes used for the packing of hosiery. The approximately three hundred sizes extant have been reduced to fifty standards made up in ten sets. The saving to the hosiery industry effected by this standardization has been estimated as approaching \$25,000,000.

**General Motors Reports Profit for Quarter**

The General Motors Corporation, Detroit, for the first quarter of 1923, reports earnings of \$19,406,123 after taxes. Sales totaled 176,417 cars and trucks for the same period, as compared with 71,039 in the first three months of 1922. These sales include the Buick, Cadillac, Chevrolet, Oldsmobile and Oakland passenger and commercial cars and GMC trucks.

**Shingle Account for Smith & Ferris**

The Pioneer Paper Company, Los Angeles, is making a campaign on its composition shingles in newspapers and business papers. The account is being directed by the advertising agency of Smith & Ferris, also of Los Angeles.



# BLACK & WHITE



Drawing by Jean Emile Forain

© Vanity Fair

VANITY FAIR presents in each issue the representative work in black and white by such artists as Rockwell Kent, George Bellows, Jean Emile Forain, Nicholas Remisoff, Frans Masereel and many others. The most distinguished and significant work of these artists, whether woodcut, lithograph, ink, pencil or wash, is selected and published with but a single purpose in mind . . . to meet or anticipate, in this as in the other arts, the cultivated tastes of the readers of Vanity Fair. ♪ ♪ ♪ ♪ ♪ ♪

## VANITY FAIR

One of the CONDÉ NAST GROUP

Vol. 34, No. 5  
MIDWEST SECTION THE CAPPER FARM PRESS  
May, 1923

# Capper's Farmer

## THE EVIDENCE

"BELL SYSTEM"  
AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES  
One Policy, One System, Universal Service, and all directed toward better service

use **SAPOLIO**

**De Laval**  
**Exide**  
**MYERS**  
COG-GEAR PUMPS

**SHARPLES**  
BATTERIES  
SMITH  
UNIT

**O Cedar Mop**

**Overland**  
Mulsified  
Cocoanut Oil Soap  
KELLOGG'S  
CORN FLAKES  
Also makers of Kellogg's KORNFLAKES and Kellogg's DEAN

**MILWAUKEE**  
TIMER for FORDS

**CLOTHCRAFT**  
"5130" SERGE

**Prentiss**  
BATTERY

**SPEED WAGON**  
**Californians**  
NICHOLS-SHEPARD  
Oil-Gas Tractor

**MUSTEROLF**

**GENERAL ELECTRIC**  
HOLLOW TILE  
The Jayhawk STACKER  
GRAIN SAVING  
Wind Stacker

**OLD SMOBILE**  
Mellin's Food  
**KELLY**

**Authorized Buick SERVICE**  
KODAK  
MADE IN U.S.A.  
EIGHT CARS  
PERSONAL

**Swift & Co**  
**TIRES**  
**Firestone**  
INTERNATIONAL HARVESTER COMPANY

Arthur Capper  
PUBLISHER

# THE CAPPER

Circulation 1,553,696

TOPEKA, KANSAS

Sections - Capper's Farmer - Oklahoma Farmer  
Kansas Farmer and Mail and Breeze

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# LINEAGE GAINS

Figures from the Advertising Record Company for all of 1922 show that

*Capper's Farmer not only made a greater gain in total number of lines but also a greater percentage of gain than any other paper in the field.*

Here is conclusive evidence that a rapidly increasing number of the bigger advertisers are successfully and profitably using its advertising columns.

Capper's Farmer covers a highly prosperous farming section of the country that no other national farm paper adequately reaches—and has developed the buying habits of its readers by a vital editorial program. Capper's Farmer is the Midwest Section of the Capper Farm Press—the First Medium in the First Farm Market. Write for detailed information.

## FARM PRESS

Marco Morrow  
ASST. PUBLISHER

Line Rate \$8.50

Milline Rate \$5.24

Nebraska Farm Journal—Missouri Ruralist

Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

# Please Correct Your Records: Population of Erie, Pa. 112,571

The official estimate of population by July 1, 1923, issued from the Bureau of the Census, Washington, D. C.

This clearly places Erie in the 100,000 population group.

The 1920 Census, Volume No. 1, page 593, quotes the population of Erie city as 93,372, with footnote No. 19 on page 592 reading in part: "Part of Millcreek township (population 8,721 in 1920) annexed April 13th, 1920. The total population of Erie city, including annexation, 102,093."

The reason for the division (other than political) is because the court ruling on annexation was not handed down until after the actual taking of the Census.

## Erie Daily Times

A. B. C. Member

Evenings Except Sunday

Representatives:

**E. Katz Special Advertising Agency**

New York Chicago Atlanta Kansas City San Francisco

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# Scare Copy by Inference

Pyrene Manufacturing Company Uses Belasco Effects and Leaves the Building of the Picture to the Reader's Imagination

THE new series of advertisements of the Pyrene Manufacturing Company for its automobile fire extinguishers is an interesting development in the use of scare copy. It employs the subtle art of suggestion rather than accurate description of disaster. The belief of those responsible for this new series is that a person's imagination will build a broader picture of the terrible possibilities of fire than can be depicted in drawing or copy. They reasoned also that when one views a detailed picture of an accident, one's natural feeling is that while such a thing might happen to others it "would never happen to me."

Merely to suggest, then, an idea which would start a train of thought in a man's mind and influence him to construct a picture of his own making, the lesson of which he would unconsciously apply to himself, was the problem.

To accomplish this the methods of the artist have been employed rather than those of the draughtsman. What to leave out was the question, not what to put in. The essentials were: to picture the high points of a situation and eliminate the details, to sketch only the plot and allow the reader to develop his own scenario—to indicate danger and death, but not allude to them—to portray hurry without mentioning the word. The endeavor was finally to induce the reader to sell himself the necessity of a

Pyrene extinguisher so that he might prevent such horrible eventualities occurring in his own life, and then to show him the ridiculously low cost of such preventive measures.

Every line and every word in the copy counts. The drawings are impressive, the emotion por-



## It happened!

The closed car he has just passed is on fire—the women and children in that car are trying to escape.

If the fire has not gained headway, he can put it out instantly with his Pyrene—save the passengers and save the car.

Whenever you and your family ride in a closed car you face the danger of fire.

Are you willing to take the awful risk?

Install Pyrene in your car at small cost and you are safe from fire dangers.

Sold by garages, hardware and electrical supply dealers.

PYRENE MANUFACTURING CO.  
129 Belmont Avenue, Newark, N. J.  
CHICAGO, CLEVELAND, JAMES CITY  
AND PHILADELPHIA

Necessary in every closed car



PYRENE SAVES 15% ON YOUR AUTO FIRE INSURANCE PREMIUM

LET THE READER PICTURE THE CALAMITY IF HE SO DESIRES

trayed on the faces of the individuals is compelling. "Will he get there on time?" is the thought which grips the imagination.

"It happened!" is the headline for every advertisement. "He is running with his Pyrene to save a closed car that has turned over in the ditch. The doors are jammed; the passengers cannot escape; they face immediate dan-

ger from fire. If, through some accident, your own closed car turns over, you must be ready to meet instantly danger from fire. If you are not ready in time, the leaking gas will ignite and the gas tank explode. So, have Pyrene where you can reach it quickly, and think only of the fire danger that faces you when your car turns over. Used when a fire starts, Pyrene will extinguish it instantly. The cost of Pyrene is small, insignificant when weighed against precious lives and valuable property."

The reader unconsciously sees the burning car turned over in the ditch. "What can happen before the man with the Pyrene gets there?" runs through his mind.

"Let the reader paint the picture" is the thought back of the present advertising of Pyrene for automobiles. Full-page advertisements of this type are appearing in a long list of general mediums.

The subtle power of suggestion is being employed more and more generally by advertisers. Old Town Canoe copy is redolent of the out-of-doors, and one can almost feel the peaceful joy of gliding down long reaches of silent waters.

"Keep that School Girl Complexion" suggests smoothness of texture and vividness of coloring more forcefully than a thousand words of descriptive matter. "The Vagabond Days Have Come" says an advertisement for the Jordan car and our imagination immediately breaks the fetters of limitation and away we go on the wings of romance.

The complexities of the human mind and the emotions of the heart are things for copy writers to learn. The schoolroom is not in the office but out where the people are—where they live their real selves, on the streets and in the shops, at the ball games or in the movies, where they mingle and speak the truth.

### Buys Marysville, Cal., "Appeal"

James Cremin has bought the Marysville, Cal., *Appeal*. J. C. Allison will continue as business manager.

### Advertising Used to Oppose Motor Truck Tax

The Motor Truck Association of Philadelphia and allied organizations have been using large newspaper space to oppose a proposed increase of 50 per cent in license fees by the State of Pennsylvania. The increase was proposed in order to secure funds to meet State budgets. The copy stated the case of the motor transportation companies, which two years ago had fees increased 82 per cent., asked a united front against "this discriminatory tax bill," and gave a list of representatives from Philadelphia, their wards and districts, urging that motor vehicle owners protest to them.

### National Cloak & Suit Reports Peak Sales for Quarter

The National Cloak & Suit Company, mail-order wearing apparel, New York, for the first quarter of 1923 reports net sales of \$11,230,516, as compared with \$9,120,308 in the corresponding period of 1922. The new record is the largest for any similar period in the history of the company. A total of 2,113,779 individual orders were handled, as against 1,760,713 in the first three months of 1922.

### Studebaker Sales for Quarter Increase

The Studebaker Corporation of America, South Bend, Ind., for the first quarter of the current year reports net sales of \$43,278,454 and net profits of \$6,170,971. The latter figure compares with \$4,069,848 in the first three months of 1922. During the 1923 period 38,211 cars were sold as against 22,801 in the first quarter of 1922.

### The Jaqua Company Appoints Casey Heyboer

Casey Heyboer, for the last twenty-four years with The Cargill Company, Grand Rapids, Mich., is now in charge of the design and layout division of The Jaqua Company, direct-mail advertising, of the same city.

### A. N. Day Joins The Powers- House Company

Arthur N. Day has joined The Powers-House Company, Cleveland advertising agency, as account executive. Mr. Day was for the last seven years with Fuller & Smith, also of Cleveland, in a similar capacity.

### "Buildings and Building Man- agement" Appointment

J. J. Nemecek has resigned as Western manager of *Concrete and Building Materials* to join the advertising staff of *Buildings and Building Management*, Chicago.



*Drawn by Mary MacKinnon for the May Harper's Bazar*

THE shops of Fifth Avenue! From the smartest of them Harper's Bazar selects for its pages those costumes most interesting to women of wealth and social position. Harper's Bazar is a shopping guide for these women—in its advertising pages as well as its editorial pages.

# Harper's Bazar

2/- IN ENGLAND

50c

6 FR. IN FRANCE

## Leather Tanners to Explain Industry to the Public

At a Meeting at New York, Leather Tanners, Believing That Public Has Wrong Ideas Regarding Their Industry, Discuss Ways and Means of Changing These Notions with Advertising's Help

**P**LANs to spend over \$1,000,000 during the next three years in a national campaign to tell the story of leather were discussed at the semi-annual meeting of the Tanners' Council of America, which was held at the Hotel Biltmore in New York on May 3 and 4. For the purpose of carrying on the campaign the tanners have formed the American Sole and Belting Leather Tanners, with headquarters at 17 Battery Place, New York, an organization which controls about ninety per cent of the leather production of the United States.

The contemplated campaign is another example of what happens when manufacturers in a basic industry awaken to the need of constructive effort to offset the inroads being made into their business.

For years, the tanners feel, they have borne the brunt of a great deal of unjustifiable adverse criticism. They have been blamed for the high price of leather goods, although they say that their industry is operating on a smaller percentage of profit than any other basic industry.

Another criticism that has been made is that the quality of leather is greatly deteriorating. Quite the contrary is the case, say the tanners. Leather has never been of such a high quality as it is today. Great strides have been made in the industry. The hides are taken off better, the cattle are better nurtured and tanning material is better than ever before.

Another obstacle to progress has been the fact that the tanning industry of the United States is not protected by a tariff.

Because of these facts the tanners have been faced by a vigorous competition not only from foreign tanners, but also from the makers of imitation leather products. For this reason, and in order to make consumers realize the truth about leather, the Tanners' Council of America is planning its campaign.

"Nothing takes the place of leather" is to be the slogan, and the tanners are going to tell the real facts about their industry. They are going to make no effort to batter down competition by direct tactics, but prefer rather to run a constructive campaign based on known facts which will point out the advantages of real leather and which will tell some of the achievements of American tanners.

Although no definite plans have been laid out, the tanners expect to use a great variety of mediums in order to get their story over to the greatest number of people.

At the same session the council voted unanimously to appropriate \$110,000 for the establishment of a permanent leather research laboratory at the University of Cincinnati. Experimental work conducted at the university during the past two years by Prof. George D. McLaughlin has proved the benefits to be derived by both tanners and public. It is hoped that eventually the research laboratory will be the nucleus of a school which will produce the highest grade of professional men for the service of the industry.

### Distinguished Service Medal for Army Sales Director

Major C. D. Hartman, of Brookhaven, Miss., acting director of War Department Sales since last December, has been awarded the Distinguished Service Medal in recognition of services rendered during the war. The presentation was made by Secretary of War Weeks, at Washington.

### Buys Harper & Brothers Photo-Engraving Plant

The business of the photo-engraving plant of Harper & Brothers, New York publishers, has been bought by the Electro-Light Engraving Company, also of New York.





***Most magazines are sold.  
Cosmopolitan is bought  
voluntarily.***

**E**IGHTY per cent of Cosmopolitan's circulation is bought in stores and at newsstands. Of the small remaining percentage of subscriptions practically all are sent in voluntarily. This difference between an *urged* circulation and a *wanted* circulation makes the all-important difference between advertising apathy and advertising responsiveness.

# Cosmopolitan

35 Cents

*America's Ablest Advertising Medium*

W. S. BIRD  
Eastern Sales Manager

A. C. G. HAMMESFAHR  
Business Manager

J. J. BARNETT  
Western Sales Manager

# Quality Circulation

*commercially defined*

**Q**UANTITY as established by A. B. C. Audits is the only absolutely known factor in Circulation. There is no positive method of determining *quality*. It is the unknown factor—the mythical.

**“Q**UANTITY CIRCULATION” means only one thing. It means productive circulation—responsive circulation. It means people who can buy advertised goods. It does not matter where they live, how they vote nor where they were born, they constitute *quality* circulation if they can afford to buy, and do buy, the merchandise advertisers offer.

**“Q**UANTITY CIRCULATION” is more a matter of the Bank Book than the Blue Book—of cash rather than culture. The wife of the most learned member of a great university’s faculty, may, advertisingly speaking, be a far less profitable prospect for the sale of an expensive fur coat than would be the wife of a highly paid Union man, or a small shop keeper.

**Q**UANTITY in a narrow social sense has nothing to do with quality in a commercial sense. Wealthy people are few. The profits of advertisers are made from the many. Only 74,154 of the people among New York’s 5,620,048 pay taxes on incomes of \$5,000 and over. The great bulk of the

people are not rich enough to disregard advertising and purchase in exclusive shops known only through the prestige of patrons. But they are rich enough to buy for themselves and their families the merchandise that a constantly improving standard of living is teaching all grades of Americans to appreciate.

**I**N dealing with large groups of people, as you do in newspaper advertising, and the sale of general merchandise, you deal with the average public. This average public includes every grade of purchasing power. Advertising to be most successful, must be carried to all income groups—to the 74,154 as well as to the 5,545,894 others who make up New York.

**I**N New York City and its suburbs 38% of all people who buy any New York English language evening paper buy the *New York Evening Journal*. Because this group of newspaper buyers are by far the most numerous, they more nearly represent the general public. Being more representative, they include a good many more of every class of reader constituting the great army of evening newspaper buyers—and the *percentage of well-to-do people* in the circulations of all papers above 100,000 is practically uniform.

**F**OR advertisers this means that through the *New York Evening Journal* they can reach more well-to-do people and more desirable people, of every grade of income, than they can through any other evening paper in the city.

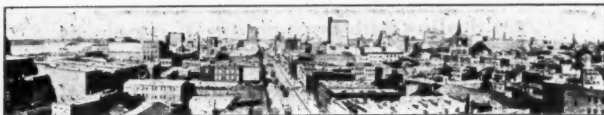
# Start Your Campaign

Where Prosperity Has Come Back

Buy Space in

## THE LOUISVILLE HERALD

Published Daily and Sunday in



### A CITY OF UNPARALLELED PROSPERITY

PONDER as you will, but here are some FACTS for your consideration. Louisville has increased to a population of 300,196. An increase of 6,030 over 1922.

Statistical figures show that building construction in Louisville totaled \$19,218,019 in 1922, compared with \$8,854,258 in 1921. The gain in 210 cities for February of this year over same month in 1922 is given at 58 per cent, while in Louisville it is 150 per cent. Since February 15, 1923, an increase of \$870,000 additional building has been contracted for in residential construction.

BUILDING PERMITS for homes in Louisville reached a total of \$50,000 in one day during April and has been going strong every month of the present year.

The U. S. Industrial Bureau in its report states that approximately \$3,000,000 in work is to be put into immediate operation by Louisville concerns which will give employment to 3,000 more men. The 68 other Industrial concerns have added 720 persons to their forces and many are working double shifts.

Louisville is unquestionably a responsive market for building supplies, food products and merchandise in all lines. You can advertise to contractors, builders and consumers, who respond to advertising in

## THE LOUISVILLE HERALD

*Kentucky's Greatest Newspaper*

**The Shaffer Group**

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

Foreign Representatives

**KELLY SMITH CO.**

Marbridge Building.....New York

Lytton Building.....Chicago

**GEO. M. KOHN**

Walton Building.....Atlanta

**R. J. BIDWELL**

Market Street.....San Francisco

Times Building.....Los Angeles

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# Variety Stores as Outlets for Advertised Goods

With Spread of These Stores to Other Countries There Will Be an Increasing Demand for Low-Priced Articles with Consumer Acceptance

DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC  
COMMERCE  
WASHINGTON, D. C.

*Editor of PRINTERS' INK:*

Our representative in Melbourne, Australia, writes us that on account of the various inquiries he has received, there must be a general movement that may eventually result in the establishment of so-called ten and fifteen cent stores in Australia. If such stores were established, even on a small scale, an important source of supply would be the United States.

I would like to know what information is available regarding the improved methods of conducting such stores by contrast with ordinary retail stores, with particular regard to average overhead, turnover, number of employees in relation to sales, the general types of goods that prove most profitable, etc.

As you have made some studies along this line, it is possible that you could give us some information or refer us to sources where it might be obtained. Anything that you can do in this connection would be greatly appreciated.

BUREAU OF FOREIGN AND DOMESTIC  
COMMERCE,

HENRY H. MORSE,  
*Chief, Specialties Division.*

OTHER than the Woolworth chain, the number of variety store syndicates selling only five and ten cent merchandise is small. Many of these syndicates stock goods priced as high as five dollars; others have established a dollar limit. There are also a few chains, as well as independents, that confine their purchases to items that can be retailed at a figure no higher than twenty-five or fifty cents.

At one time the majority of the variety goods vendors, both chain and independent, were either in the five and ten, three, nine and nineteen, or five, ten and twenty-five cent field. When prices began soaring, however, these organizations broadened their scope. Increased consumer purchasing power also had something to do with the lifting of the bars to higher price limits.

All in all, the variety goods idea

has made tremendous strides since Woolworth opened his first store. Not even the recent period of depression was able to stop their increasing popularity. During 1922 the chains, in particular, continued to forge ahead. For the year ended December 31, 1922, F. W. Woolworth & Company reported total sales of \$167,308,216, as compared with \$147,650,112 the previous year. This represented an increase of \$19,658,104, or 13.31 per cent. Sixty-five stores were added to the Woolworth chain during 1922, making a total, at the time the report was issued, of 1,183 stores.

That is a remarkable story of progress. Were it true that 1921 was a poor year for Woolworth the statistics would not be so impressive. Actually, 1921 was larger than the previous year, and 1920 sales were greater than the 1919 gross. The sales figures are a record of almost continuous growth.

The S. S. Kresge Company gross sales for 1922 amounted to \$65,191,452, an increase of 16.7 per cent over the 1921 total. This company also came through the business hiatus without a setback.

The inquiry from Mr. Morse affords opportunity for a discussion of the relation between advertised brands and variety store stocks. Reference is had, of course, only to that type of merchandise for which the variety store is a logical outlet.

The variety chains, especially, are becoming firmer adherents to the idea of handling brands for which there is consumer demand, or at least consumer acceptance. This is not due to any favoritism for advertising for its own sake. It can only be accounted for by the fact that the variety chain stores operators are shrewd enough to realize that, so far as their stores are concerned, their prime

role is that of distributor. They cannot afford either the time or money necessary to create a demand for an unknown article. A ready-made patronage is a requisite to variety store distribution.

Some months ago a PRINTERS' INK contributor, after interviewing H. T. Parson, president of the F. W. Woolworth Company, visited the Woolworth store at Fifth Avenue and Fortieth Street. As a result of a hasty examination he noted the following well-known advertised items.

Colgate's Tooth Paste, Soaps and Talcum Powder

Carbena

Pebeco Tooth Paste

Jergen's Violet Soap

Ferry's Seeds

Ipswich Hosiery

Robinson Reminder

Le Page's Glue

Signet Ink

Djer-Kiss Perfume

Creme Elcaya

Pond's Cold Cream

De Long Hooks and Eyes

Lily Cups

Mason's Peaks

Maillard's Chocolates

Life Savers

Chiclets

Beech-Nut Gum and Mints

Palmolive Soap

Hind's Honey and Almond Cream

Williams' Shaving Soap

Olivilo Soap

Dennison's Shelf Paper

Fairy Soap

Fels Naptha Soap

Brillo Wire Wool

Sterno Canned Heat

Reid's Ice Cream

Hires' Root Beer

Electro Silicon

C-N Disinfectant

Shinola

Cutex

Buxton Keytainer

The list represents only a small portion of the advertised items on the approved list, from which Woolworth store managers can order according to their own judgment. It is clearly indicative, though, of the decided leaning toward known merchandise.

If the variety store idea spreads to foreign countries, as the inquiry from the Department of Commerce intimates is likely to occur, the importance of pushing advertised items will not be disregarded if a leaf is taken from the experience book of the American organizations. There is no

doubt if, as the foregoing letter points out, the idea takes hold in Australia, it will mean that an important source of supply will be opened to manufacturers in this country.

We are glad to have the opportunity of placing before the Department, through Henry H. Morse, Chief of the Specialties Division, an analysis of the merchandising methods of the American variety syndicates and independents as reported in PRINTERS' INK. The appended list is a convenient index to the articles. Special attention is called to the series of fourteen articles beginning with the issue of September 10, 1914, and running through to the December 24 number of that year. While these are not strictly editorial discussions of the variety store, treating rather of the entire chain-store situation of the period, a considerable amount of the data was drawn from the variety field.—[Ed. PRINTERS' INK.]

#### (PRINTERS' INK)

The Importance of Being "Known"; May 25, 1922, page 17.

An Enlarged Outlet for Advertised Goods; December 2, 1920, page 179.

National Campaign of Advertising for Kresge Stores; April 1, 1920, page 17.

A Chain Store Testifies for Advertising; March 4, 1920, page 178.

Wanted—Two Men of Vision; February 19, 1920, page 180.

S. S. Kresge Uses Paid Advertising; February 19, 1920, page 49.

Kresge Stores Raise Limit to One Dollar; February 5, 1920, page 165.

Is Collective Buying the Answer to the Growing Chain Store Menace? January 15, 1920, page 18.

Do "Five and Ten Cent Shoppers" Respond to National Advertising?; August 21, 1919, page 31.

Kresge Has New Department for Service; August 14, 1919, page 184.

How F. W. Woolworth Built His Wonderful Distributing Machine; April 17, 1919, page 25.

A Smashing Victory for Printed Advertising; March 6, 1919, page 158.

Booklet to Celebrate Woolworth's 40th Anniversary; March 6, 1919, page 10.

The Five and Ten Cent Store as a Means of Sampling; January 30, 1919, page 37.

Five and Ten Stores Are Now Boldly Trading Up; December 19, 1918, page 129.

Fifth Ave. Trade as Diagnosed by the Woolworth Co.; May 30, 1918, page 56.

Tremendous New Market Springs from Five and Ten Cent Expansion; May 23, 1918, page 3.

# *Speaking of Reader Interest*

Readers of the Chicago Evening American pay over \$1,250,000 *more* every year for their favorite paper than do the readers of the next evening newspaper in point of circulation.

This gives you all the facts necessary for exact judgment.

The leadership of the Chicago Evening American is based upon merit. It is a good newspaper. It gives the news as it finds it, wholesomely, accurately, completely.

Its hold upon the confidence and attention of its great reader audience is the thing that makes advertising in the Chicago Evening American pay real profits to the national advertiser and the local retailer.

**CHICAGO EVENING AMERICAN**  
EVENING

**A Good Newspaper**

Only Evening Newspaper in Chicago with a Daily Net  
Paid Circulation of More Than 400,000

Higher Priced Goods in "Variety Stores" Mean Bigger Outlets for Manufacturers; May 31, 1917, page 3.

Why Woolworth Is Starting a Store in Fifth Ave.; February 15, 1917, page 65.

Campaign for a Five and Ten Cent Store Chain; June 17, 1915, page 46.

Kresge Chain Reaching Out for Business by Mail; May 20, 1915, page 70.

The Five and Ten Cent Store Outlet for Advertised Products; January 14, 1915, page 3.

Why Advertisers Must Give Chain-Store Growth Their Serious Attention; September 10, 1914, page 3.

Why Advertisers and Dealers See Danger in Chain Stores; September 17, 1914, page 63.

Why Advertisers and Dealers See Danger in Chain Stores; September 24, 1914, page 22.

How the Chains Are Taking Over the Retail Field; October 8, 1914, page 36.

Taking the Chains by Fields and Their Number in Each; October 15, 1914, page 71.

Concentration of Ownership and Direction in Other Fields; October 22, 1914, page 60.

Chain Store Advantages in Organization and Financing; October 29, 1914, page 72.

Advantages That Retailers' Chains Gain in Financing; November 5, 1914; page 58.

Chains Picking Up the Best Sites in Retail Field; November 12, 1914, page 58.

Chains Outclass Individual Dealers in Buying Advantages; November 19, 1914, page 64.

How Big Retailers' Chains Outsell Independent Competitors; December 3, 1914, page 66.

Chains' Big Problem Keeping Up Trained Organization; December 10, 1914, page 46.

How Accounting Helps the Chains Outbottle the Independents; December 17, 1914, page 20.

A Summing Up of the Chain Store Situation; December 24, 1914, page 66.

## Helping the Government in Its Work

DEPARTMENT OF COMMERCE  
BUREAU OF FOREIGN AND DOMESTIC  
COMMERCE

WASHINGTON, D. C.

Editor of PRINTERS' INK:

I wish to thank you very much for the trouble you have gone to in supplying us with sources of information regarding chain stores.

These references exactly answer our purpose, and I assure you that your promptness and co-operation is certainly appreciated. I sincerely hope that at some future time you will give us an opportunity to reciprocate.

BUREAU OF FOREIGN AND DOMESTIC  
COMMERCE,

E. J. BREYER,

Acting Chief, Specialties Division.

## Our Neglected Sardine Industry

In view of the fact that sardine imports into the United States have always been in excess of exports, a statement made to PRINTERS' INK by Frank Van Camp, president of the Van Camp Sea Food Company, Inc., Los Angeles, assumes added interest.

"Fully 80 per cent of all the sardines packed in California are exported to Spanish America and the Orient," said Mr. Van Camp in a recent letter to PRINTERS' INK. American predilection for foreign goods has undergone considerable revamping in recent years. Perhaps the opportunity is ripe for another industry to assert itself. The great American public has never adequately appreciated the humble sardine and may well be taught to "Eat America First" as well as view it.

## Automobile Rim Inspection Aids Selling

The Tire & Rim Association of America, Inc., placed its stamp of approval, the brand of the association, on 5,647,250 rims during the first quarter of 1923. In 1922, 16,281,583 rims were passed. A corps of more than ninety inspectors is maintained by the association in the plants of rim manufacturers throughout the country to insure production of uniform standard rims that will fit the various sizes of tires on the market. This supervision simplifies selling and is said to be an important factor in the mileage secured from tires.

## Hershey Chocolate Reports Profit for Quarter

The Hershey Chocolate Company, "Hershey's" chocolates, Hershey, Pa., reports sales for the first three months of the current year in amount of \$8,565,819, and net income of \$1,419,814 after expenses, interest and Federal taxes. Good-will is carried on the books at a valuation of \$4,903,930.

## Appointed Advertising Manager "Le Costume Royal"

John T. Ashbrooke has been appointed advertising manager of *Le Costume Royal* and *Children's Royal*, published by Conde Nast, New York. Mr. Ashbrooke has been advertising manager of the *Vogue Pattern Quarterly* and continues in that capacity in addition to his new work.

## "Popular Science Monthly" Advances A. L. Cole

A. L. Cole, who has been Eastern advertising manager of *Popular Science Monthly*, New York, for the last two years, has been advanced to the position of advertising manager. He has been a member of the advertising staff of *Popular Science Monthly* for the last seven years.





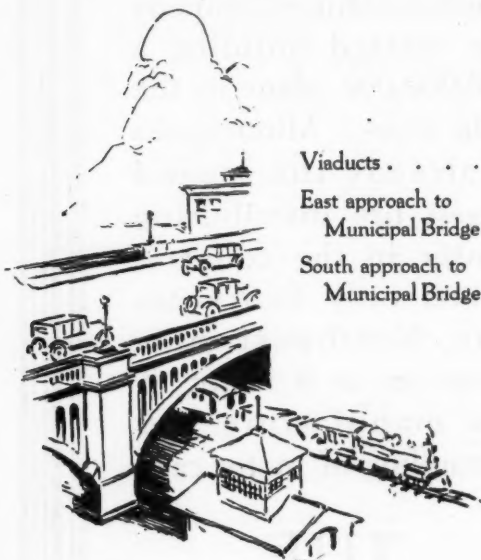
The Ford Motor Company has started building a \$10,000,000 plant in the twin cities. Minneapolis is already the second largest tire distributing center in the country, second only to Akron. The Northwest now looms up as a factor in the manufacture and assembling of motor cars.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*

**St. Louis**  
 the City with  
**\$8,000,000**  
 to spend on  
**Municipal**  
**Improvements**

**\$4,600,000**



Viaducts . . . . \$1,600,000

East approach to  
 Municipal Bridge 1,500,000

South approach to  
 Municipal Bridge 1,500,000

**Globe-**  
**St. Louis'**

F. St. J. Richards, . . . . New York  
 Guy S. Osborn, . . . . Chicago  
 J. R. Scolaro, . . . . Detroit

**D**  
**I**

C. Geo.  
 Dorlan  
 Asso.

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## for Viaducts and Bridges

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**H**ERE is a program which calls for the services of engineering and construction companies. It will mean the employment of thousands of workmen over a period of years.

Besides the material and machinery needed for this work itself, this program will entail housing facilities for workmen, clothing for them and their families—all the necessities which enter into their lives.

The new bridge approaches will greatly facilitate interstate commerce at this important railroad center, where even now the freight rates and shipping advantages offer special inducement to manufacturing and distributing plants.

If you want information on St. Louis and her new possibilities, write to the Service and Promotion Department of St. Louis' only morning newspaper.

# Democrat

*Largest Daily*

C. Geo. Krogness, . . . San Francisco  
Dorland Agency, Ltd., . . . London  
Asso. American Newspapers, . . . Paris

We could not be satisfied  
unless we gave St. Louis  
her BEST Newspaper.

# More Than a Million Added Circulation

*Merely a Dollar Added to Our Rate*

In less than three months the circulation  
of The American Weekly has increased

## One Million

And in six months, despite this tremendous  
increase, its rate has increased only a dollar.

Effective July First, the line rate of The  
American Weekly goes to seven dollars, for a  
circulation of more than

# 4,400,000

For seven dollars a line your advertisement goes  
to more than twenty-five per cent of all the men,  
women and children in the United States who  
read English.

Almost Four and a Half Million Families buy  
The American Weekly every week, and more  
than eighteen millions of people read it and  
buy from it.

And notwithstanding the dollar increase, The  
American Weekly remains, in proportion, the  
lowest-priced medium in the world, and at the  
same time, the greatest in circulation.

The Greatest Advertising Buy in the World, Is

  
**The American Weekly**

A. J. KOBLER, Mgr.

1834 Broadway, New York

If you want to see the color of their money, use *Color*—A. J. K.

# A Coal Dealer Who Still Has His Public's Good-Will

One of the Largest Retail Coal Companies in the Country Has Come through the Coal Crisis of 1922-1923 with Public Confidence Because It Kept Its Advertised Pledges

**P**UBLIC suspicion of the retail coal dealer has become so chronic in most parts of the United States that it is a familiar subject of vaudeville jokes at which everybody laughs but the coal merchant.

The latter is continually bewailing the lack of public goodwill. He attributes it generally to ignorance of the retailer's problems, and often confirms suspicion by taking the attitude that it is impossible to do anything about it. Thus there is bred a belief that since the coal merchant is dealing in a necessity he can afford to be calloused toward public opinion and that he is wholly unconcerned about good-will. The fallacy of that opinion is obvious; but that does not lessen the damage it can do.

How advertising can be used to overcome suspicion and resentment, even in times of crisis, has been demonstrated in Philadelphia by the George B. Newton Coal Company, which is said to be the third largest coal retailing corporation in the country. It supplies fuel to about one-third of the homes in Philadelphia, distributing more than a million tons a year. The corporation has reversed the traditional defensive policy of the coal merchant. It has taken the initiative in the whole conduct of its business. By a policy of consistent advertising of service rather than product it has elicited tangible proof of public good-will in the shape of approximately eighty thousand letters of commendation.

It may be argued that the bulk of those letters reached the Newton offices during the days when coal was hard to get, and that most of them were accompanied by orders. But the letters themselves, many which have been reproduced, in part, in full-page

newspaper display advertising, show that not all of them represent an attempt to wheedle coal out of the corporation. That isn't the only test. The coal crisis is ended now, yet the company is still getting hundreds of letters from appreciative customers. And its answers urging the purchase of coal during the spring and summer months are not being thrown into the waste-basket.

## ADVERTISING IS NOT A NEW EXPERIENCE FOR NEWTON

The Newton company has used newspaper space since it was formed some years ago by a combination of a number of coal retailers. The present advertising policy, however, was launched in February of 1922, when it became evident that a strike was inevitable. Prior to that time there had been an educational campaign, the chief feature of which was motion pictures, designed not only to acquaint the public with the difficulties of the retailer, but also instructing the consumer in the economic use of various coal sizes. A program of newspaper advertising was mapped out to emphasize the service given by the corporation, and to continue the educational campaign. The public was urged to buy its coal before the strike, and to conserve its supplies.

A new size was introduced, labeled "Newton range coal." It was really a combination of nut and pea coal, and was so described in all the advertising relating to it. Advertising was continued all summer, even after all the twenty-seven yards were empty. Much of the copy was headed with the announcement that the company had no coal for sale. When the strike ended there were thousands of orders on its books, and it was evident that the

problem of distribution would be difficult. The Newton company then took a bold step. It announced a policy of limiting deliveries, wherever possible, to one ton. In the same copy it explained in simple terms that such deliveries were more expensive than those made in normal times, when the full capacity of trucks

\$1 above the Newton figure.

During the months of October, November, December and January the summer advertising appeal for public co-operation developed remarkable results. On November 28, Charles H. Johnson, president of the corporation, sent out 40,000 letters to consumers whose orders were on his books and to whom no deliveries had been made. He asked all of them to tell him just how much coal they had on hand and how long it would last, so that a schedule of deliveries might be arranged. The response was very close to 100 per cent. According to Mr. Johnson cross-section checkups of the information received showed that the percentage of deceit was negligible. The great majority of Newton customers put themselves in the hands of the company. A few weeks later 20,000 additional letters were sent out.

The situation was complicated at this point by the appeal of the Federal fuel administrator, in co-operation with city authorities, as a result of which the Newton organization guaranteed to deliver all emergency orders approved by those officials, provided it was supplied with the necessary coal over and above its own allotment. More than five thousand deliveries of that character were made, including hospitals, city institutions and individual homes. The pressure for coal increased until it reached a point where the Newton company was informed by telephone officials that it was getting a daily average of 400 "busy calls" an hour. During that period the advertising space and the number of insertions were increased. The company's copy appeared nearly every day in the week in some paper or other, and the whole appeal was for public co-operation in the conservation of coal. "Save a shovelful of coal a day" was one slogan used to good advantage in many advertisements.

The campaign for the ensuing year may be said to have started with a full-page advertisement in one of the Philadelphia papers

## Let's think back-- and then ahead!

Trace back in your mind the past winter. Did you find it easy to get coal?

Go back farther still. Do you remember when the coal strike started? Don't you recall our advising you, long before the strike, to put in enough coal to protect yourself?

Did you do it? Or were you one of those who took a chance, and were still taking their chances when winter came around?

Are you going to repeat it all over again this year? Don't think for a minute that the coal strike is settled. The temporary agreement between miners and operators runs only until August 31st.

Experiences like the past winter are bitter but practical teachers. Some never will get the point. Our advice to you, just as it was our warning last year is to plan ahead now, to get your coal in just as soon as you can when Spring comes. Don't forget this winter! Put in your coal early and you can forget about next winter.

Now you can be assured of a full supply of real Newton Coal, the coal that sets a nation's standard for fuel value and cleanliness, the coal that keeps a million people warm.

GEO. E. NEWTON COAL CO.  
Everywhere in Philadelphia



PRESENT COPY DOESN'T LET THE  
PUBLIC FORGET

could be utilized. It asked the public to bear a fair share of that expense, and announced prices that were fifty cents a ton higher than those quoted by some dealers, but fifty cents to a dollar below what might be called the legitimate high-water mark. In other words, many dealers who did not get into trouble with the fuel distributor charged \$15.50 a ton for prepared sizes, which was

# The Detroit News Leads In Automotive Advertising

*Detroit Produces 60%  
Of All Automobiles In U.S.*



**I**N America's automotive center where automotive advertising is, perhaps, best understood, The News was the leader in 1922.

Further substantiation of its superior effectiveness in automotive advertising is sustained by its record during the first third of 1923 when it published 426,440 lines—a lead of 14,560 lines over its nearest competitor.

The Detroit News, despite enormous omissions of advertising due to space being oversold, was still second in total advertising in the United States during March, being exceeded only by a Chicago paper.

## The Detroit News

Greatest Circulation in Michigan  
"Always in the Lead"

early in April. A four-column box in the centre of the page contained the message of the company, under the headline, "We have done our part," while around the margins were reproductions of letters from customers. The introductory statement is in effect an outline of the company's policy, and may be worth reproducing:

We are a commercial house. We are in business to sell coal. But it takes a winter such as this to mark the sharp distinction between the commercial organization in business solely for profit and the one which realizes clearly its paramount public responsibility.

For the fair and adequate distribution of coal is distinctly a public service. So long as the coal dealer realizes this and tries honestly to give genuine service without preference or favor he fulfills his public obligation.

This service means more than delivering fair measure and collecting the money. It means giving the customer the full benefit of his knowledge of coal quality, coal conditions, heating problems, and the like.

The rest of the copy was devoted to a summary of what was done during the last winter. Copy now appearing carries the urge to buy while coal is plentiful, with a reminder that the agreement between miners and operators expires next August 31. A schedule of regular mailings has been planned to follow up the advertising. In addition to the direct letters to customers the company is sending out succeeding issues of a little folder entitled "Coalogic," reminding consumers of the difficulties of getting coal last winter and urging them to order now.

Indications at this writing are that this summer's business will be perhaps the largest in the company's history. Through its advertising copy, the Newton company expects still further to acquaint the consumer with reasons why it is to his advantage to buy coal in the warm months. Uneven distribution in any business means higher overhead expense. But the cost in the retail coal business is not measured merely by summer idleness of plant. In winters, such as the one just past, efficiency of plant and equipment functions below maximum when it is necessary to deliver a ton or

two at a time, instead of in larger quantities. The rush also increases the depreciation of equipment. All of that is to be explained to Newton consumers during the coming summer in the advertising copy.

The company has used full-page space, but its general policy calls for insertions of 75 to 150 lines. It attempts to limit each advertisement to a single idea. In other words, its educational messages are never confused with the direct selling appeal, and service ads also stand alone. Mr. Johnson attributes much of the success of the company in establishing cordial relations with the public to his employees, not only the clerks and others in the offices who make contacts when orders are placed, but also and to an extraordinary extent the drivers. "Every driver is a salesman," describes the policy. The company is depending on the driver-salesmen to bring about a large increase in business this summer. It has taught the drivers that the way to clinch the selling power of newspaper and mail advertising is to solicit a prospect while his next door neighbor is putting in coal.

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### Y. M. C. A. Honors Frank B. White

Frank B. White, of the Frank B. White Agricultural Advertisers' Service, Chicago, has been elected a member of the board of managers and chairman of the Americanization Commission of the Chicago Y. M. C. A. Mr. White has been a member of the faculty of the Y. M. C. A. schools in Chicago for some years, conducting classes in advertising.

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### New Account with Youngstown, O., Agency

Bolton, Meek and Wearstler, advertising agency, Youngstown, O., have been appointed to handle the advertising of the Standard Tractor Control Company, manufacturer of tractor guides, also of Youngstown.

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### A New Candy Publication

*The Candy Foreman* is the name of a new publication which will be issued semi-annually by The Candy Manufacturer Publishing Company, Chicago, publishers of *The Candy Manufacturer*.



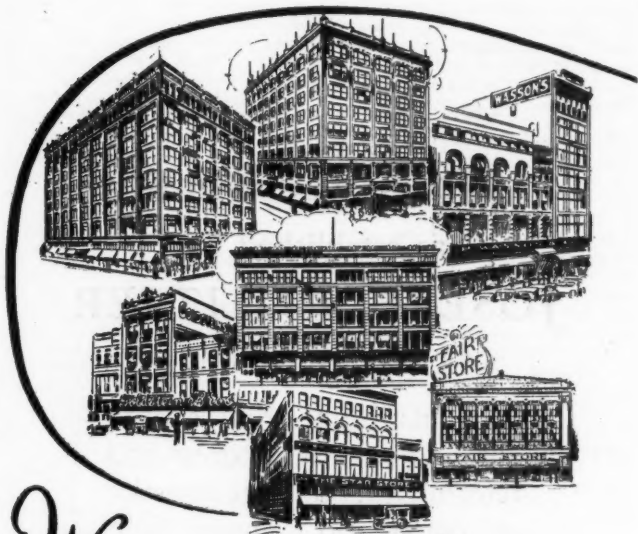


as established by

**JOSEPH PULITZER**

May 10, 1883:

“An institution that should always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing news, always be drastically independent, never be afraid to attack wrong, whether by predatory plutocracy or predatory poverty.”



## Winning the Woman

**I**F YOU would sell to the women of Indianapolis, advertise as the Indianapolis department stores do. *They know.*

Take the figures for the month of March, 1923, (an ordinary month) as an example, and the seven Indianapolis department stores as your guide:

The Wm. H. Block Company used 140,104 lines in *The News*, and 48,850 lines in the Sunday paper (second).

L. S. Ayres & Company used 70,541 lines in *The News*, and 10,420 lines in the Sunday paper (second).

H. P. Wasson & Company used 67,235 lines in *The News*, and 9,760 lines in the Sunday paper (second).

The Pettis Dry Goods Company used 63,220 lines in *The News*, and 23,215 lines in the other evening paper (second).

Goldstein Brothers used 30,989 lines in *The News*, and 8,200 lines in the Sunday paper (second).

The Star Store used 17,550 lines in *The News*, and 4,575 lines in the Sunday paper (second).

The Fair Store used 22,715 lines in the other evening paper, and 10,570 lines in *The News* (second).



The total figures for the month, as illustrated by the figures in proportion, were as follows:

<i>Paper</i>	<i>Lineage</i>
The News - - -	400,209
Sunday Paper - - -	95,675
Other Evening Paper - - -	83,853
Morning Paper - - -	48,978

These are the figures, the opinions of the seven department stores in Indianapolis on the relative value of Indianapolis papers in selling the woman—expressed in dollars and cents.

The tremendous preference shown for The News indicates clearly what your choice should be if you would merchandise to the woman. Win these Indianapolis women for *your* product.

# The Indianapolis News

New York Office  
DAN A. CARROLL  
150 Nassau St.

FRANK T. CARROLL, Advertising Manager

Chicago Office  
J. E. LUTZ  
The Tower Bldg.



## FIRST— In the Morning

THE Free Press is the FIRST newspaper of the day in Detroit. It has first call on this city of a million. It is in the home, doing its work for the advertiser before the afternoon newspaper is even printed. Detroit's women use its columns as a shopping guide — as a "buy-dictionary" for the necessities and the luxuries of life.

## The Detroit Free Press

*"Advertised by its Achievements"*

VERREE & CONKLIN, Inc.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

# The Copy Character—A Medium That Gives New Life to an Old Campaign

A Good-Humored "Announcer" Can Reiterate the Old-Time Tested Sales Message with Good Effect

By A. L. Townsend

THE sales manager made the complaint. He said to the advertising department: "We have just a few set things to say in our advertising, and we have said them over and over again, for fifteen years, until I can't bear to turn the pages of a trade magazine and read them. They are beginning to sound trite. Now, if we could put new life into these hackneyed arguments it would be a wonderful thing. Our advertising really needs leavening."

The advertising department agreed. A month from the filing of the objection, a solution of the problem had been found. A humorous character was created and made to tell the old facts in a new form. He did not dominate the advertising. He was a mere insert, a leavening quality. When oft-told statistics were repeated, he put them in a language all his own and gave them new zest.

There is a distinction between trade-mark characters, and these "copy-humanizers." The advertiser does not present them as trade-mark creations. They are merely an added element; a means of injecting new life into copy arguments, and as such, they are increasing in popularity.

The Driver-Harris Company has adopted such a humanizing copy character in behalf of Nichrome, which is a heat-resistant alloy, used by manufacturers of electrical and other appliances. But the trade grows accustomed to the same inevitable advertising arguments. There are just so many of them. Yet they must be told, over and over again. Into the fold came a quaint personage called "Nye Chrome."

Nye is fat and fifty, with a black slouch hat, white hair and

mustache, and a flowing tie. The artist has made an interesting series of characterizations of him, and somewhere, in all trade-paper advertising, he is given a nook of space. Seated at his business desk, he discusses problems and arguments which, if repeated in the conventional manner, might not find receptive readers. Nye, however, has a way with him. His language is filled with vernacular. He does not take his subject too seriously. He is in a position to step down from high altitude of dignity, and talk the manufacturer's own breezy language. Nye, and similar characterizations, particularly in business-paper campaigns, leavens copy and permits the advertiser to say conventional things in an entirely unconventional manner.

## A CHARACTER SUGGESTED BY THE CORPORATE NAME

The Bunting Brass & Bronze Company, manufacturing bushing bearings, has adopted a most unusual little character in this new field. "Baby Bunting," he is called, a laughing, jolly boy of ten or twelve. The jump from bearings to this figure is indeed a broad one, but who shall say that it is not linked with wisdom, as putting human qualities into a most prosaic subject. In any event, whatever you may think on the subject, "Baby Bunting" leaped into sudden popularity and is now used in national mediums. The camera created him from life.

"The Wise Man of The Eats" is a rather good example of these inserted characterizations, used, not as a trade-mark, nor as a featured personality, but as leavening for other material in the same advertisements. Dromedary

Dates advertising, after some experimenting, brought The Wise Man to life through the ingenuity of the artist. This is a typical quotation:

"Hast thou not read, my daughter, of the beauty of the Queen of Sheba? Behold, she lunched on dates and milk and was the Mary Pickford of her village."

"Jim Henry," of Mennen advertising, is a familiar character born of this general idea.

Likewise "Lotta Miles," although somewhat more of a trade characterization, is a member of the group.

And "Laughing Vivian" has entered the fold, all smiles and businesslike activity, as she shows the reader the good points of Liquid Veneer. Vivian always has a friendly, chatty word to say. For example:

"With the help of Liquid Veneer, you can do all of your dusting in a very few minutes, and when you have finished, everything shines." The quotes accomplish so much. Copy becomes "living talk," and the photographer has made Miss Vivian a most attractive figure.

Gage Brothers & Company have had unusual success with a character creation known as "Little Miss Gage." The very fact that she is not pushed on the reader and "featured," as would be the case with a conventional trade characterization, may have something to do with this. Little Miss Gage does some of the talking for the advertiser and does it in her own unaffected way and language. The popular idea is to sign these fragments of first-person copy with facsimile handwritten signatures, thus giving them a greater degree of authenticity.

For almost a year now, The Western Electric Company has used a "copy character" in the wholesome, willing "Old-Time Servant Girl," although there is no suggestion that the advertiser wishes her to be looked upon as a trade-mark figure. She is an insert, an incidental. With her neatly brushed hair and her un-

commonly well-portrayed hint of cheerful efficiency, she was liked from the very beginning.

It so often transpires that trade-mark characters are strained, unreal. This newer innovation is nearly always intensely human. What they have to say, in first-person, singular copy, is proportionately more impressive and convincing.

The entire current advertising policy of The Heinz Company is to humanize its appeal and to give to every advertisement some bit of very real characterization. By eulogizing various workers in the plant, for one thing, the company achieves this, and the campaign, often in full color, ripples with real people who have a real message to deliver. It may be an attractive, uniformed lass of the packing plant, putting up "pickles in patterns" or it may be a pink-cheeked, dairy-maid, who has a story to tell of the pure cream which goes into certain soups.

#### PALMOLIVE FOUND A WAY

Palmolive Soap advertising manages to introduce, throughout all its advertising efforts, that unmistakable flavor of a serial character, always introduced, yet never descending to the frank commercialism of a trade figure. In the girl with the school girl complexion, we certainly have a humanizing element, with powers of continuity, despite the fact that the same girl does not necessarily appear from month to month.

The Bon Ami housewife is a copy character, without being a trade-mark. Her flexibility is well known, for no set pose is attempted.

Eversharp Pencil advertising has just taken on a little, corner-piece character, that certain last-minute arguments may be stated in a new and interesting way.

This character is known as "McGregor." He is no more than a bantering, jolly fellow, but his talks invite reading.

And the du Pont laboratory chemist is another example of the in-between characterization. This Chemical Engineer is in a posi-

# Upcurve

Printers' Ink's Four-Year Record, showing April advertising lineage of 66 Weekly and Monthly Magazines (published in Printers' Ink April 12, 1923) showed a *decrease* of 21 per cent for April, 1923, compared with April, 1920.

April, 1923, advertising lineage of The Christian Science Monitor—a daily newspaper with a national circulation—showed an *increase* of 41 per cent, compared with April, 1920.

The Monitor proves to advertisers, through well-defined results, its value as a national medium. Therefore its steadily-maintained increase in national advertising lineage.

## THE CHRISTIAN SCIENCE MONITOR

*An International Daily Newspaper*

MEMBER ASSOCIATED PRESS      MEMBER A. B. C.

*Published in Boston and Read Throughout the World*

tion, as an expert, to say things, surrounded by quotes, which would not carry much weight if merely voiced by an unsigned "copy writer," at his usual task. The public is certainly interested in what he has to say and will give him the benefit of polite consideration.

#### A UNIVERSAL CHARACTER

Some three years ago a national advertiser became discouraged over his advertising progress. The appeal was primarily to mothers, and he believed that he had put into his copy and illustrations every essential ingredient of the average successful campaign. It did not seem to draw as it should. A member of the advertising staff, in preparing a page advertisement one day, wanted to add a paragraph or two of argument just received from a real mother, whose voluntary letter of commendation brought convincing material.

An artist made a very pretty character study of a typical mother and this was used, one inch wide, in the lower section of the page. Beneath it, in italics, ran some first-person text, born of the testimonial letter. It said, in part:

"I am just an 'ordinary Mother.' You and YOU, of this big country. I have the usual problems of all Mothers and am compelled to solve them. But I want to tell you how I overcame one trying question in my own home."

There was absolutely no affectation, no straining after literary flavor. And it was in rather violent contrast to the "fine writing" of the body of the advertisement.

More was heard from this small insert in the body of the page than from its main features, and it was introduced as a regular little "department," the tiny line illustration being changed, from month to month, but always with the same Mother. This one idea appeared to swing the tide of the advertising. It began to "pick up" from that hour on. Which seems to prove to us that humanized text brings conviction to the average reader.

#### New Accounts for Brennan-Eley Co.

The Brennan-Eley Company, advertising, Chicago, has been appointed to handle the advertising accounts of the following companies: Beneke & Kropf Manufacturing Company, maker of the Rayfield carburetor, Hanson Brothers Scale Company, and The Marinello Company, manufacturer of beauty preparations, all of Chicago.

The "New-Way" Motor Company, Lansing, Mich., and the Magnetic Manufacturing Company, Minneapolis, manufacturer of "Magnetic" hair wavers, also have placed their advertising accounts with The Brennan-Eley Company.

#### P. J. Coffey Heads National Jewelers' Publicity Association

P. J. Coffey of the J. A. & S. W. Granberry Company, jewelry, Newark, N. J., has been elected chairman of the National Jewelers' Publicity Association, succeeding Morris Eisenstadt, resigned. Officers of this association hold office until death or resignation.

The "Gifts That Last" campaign which has been under way for several years is being continued in newspapers and magazines. In addition a campaign has been started to revise public opinion in favor of jewelry gifts for the accepted wedding anniversaries rather than the customary utilitarian gifts of which the recipients are usually possessed.

#### Abbott & Storm, New Advertising Business

A new advertising business under the name of Abbott & Storm, has been established at New York by Edward C. Abbott, for seven years with Leddy & Johnston, New York advertising agency, and Harry F. Storm, for thirteen years New York State and Connecticut representative of the New York Tribune and prior to that for nine years with the New York Sun in the same capacity.

#### "Hardware Dealers' Magazine" Appointment

John F. Doyle has been appointed New England manager of *Hardware Dealers' Magazine* of New York. He will make his headquarters at Boston. Mr. Doyle previously had been with *Electric Traction* of Chicago.

#### H. Simler Joins American Writing Machine Company

Henry Simler has joined the American Writing Machine Company, Newark, N. J., rebuilt typewriters, as vice-president and sales manager. He was formerly Canadian district sales manager of the Remington Typewriter Company.



# A Circulation Gain of 136 % on Nineteen Newsstands in St. Paul

**Hearst's International**  
A LIBERAL EDUCATION  
25 West 40th Street, New York

ROBERT F. DAVIDSON  
EDITOR

ROBERT F. DAVIDSON  
MANAGING EDITOR

Chicago, April 2nd, 1923.

Mr Robert F Davidson  
Hearst's International.  
119 West 40th St.  
New York, N.Y.

Dear Mr Davidson:

Here is a record of nineteen St Paul newsdealers  
taken from the books of our distributors.

	May 1922 order	April 1923 order
Schmewman & Evans	10	20
Lundie-Berwing	7	25
Seven Corners Drug	11	25
St Marie Cigar & News	32	20
Endicott Cigar Store	3	10
S. E. Dietz	5	15
Ryan Hotel	5	15
St Paul Distributing Co & Co	20	40
Golden Rule Co.	15	20
Exporters Mercantile Co.	15	20
Capitol Drug Store.	4	10
Agbert Phar.	5	10
W. A. Frost	5	15
Conger Bros.	7	17
Dickman Phar.	7	15
Grocers Hill Phar	10	25
Edward Mitchell	10	25
F. B. Schults	7	20
Harry Iversen	5	15
<b>TOT</b>	<b>127</b>	<b>443</b>

This report covering nineteen representative St Paul dealers, shows that in May 1922 the average draw per dealer was 10 copies and in April 1923 their average draw was 23 copies plus.

During the last twelve months the sale of Hearst's International has increased 136% plus with these dealers.

Very truly yours,

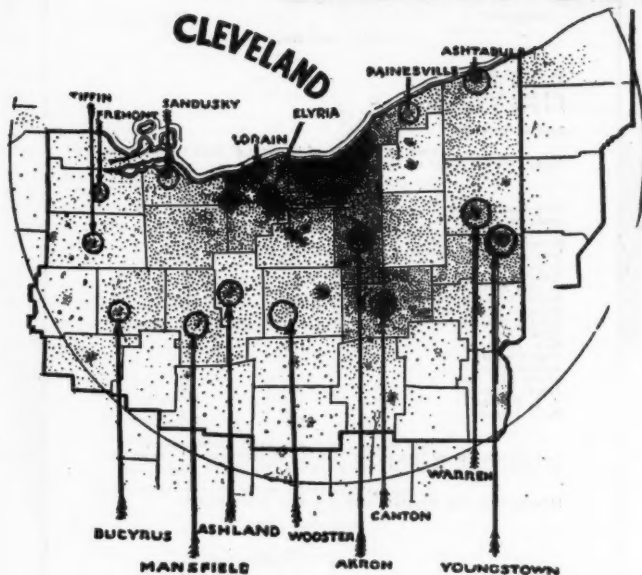
*R. F. Davidson*

State Capitol

St. Paul Minn.

**Hearst's International Magazine**  
A LIBERAL EDUCATION

# The Plain Dealer Delivers the



Here is a most unique situation—unlike any other in the United States. Over 3,200,000 people who eat, dress and live like other communities—better than many—living within 100 miles of Cleve-

J. B. WOODWARD  
Times Bldg., New York  
WOODWARD & KELLY  
Security Bldg., Chicago  
Fine Arts Bldg., Detroit

## The Plain Dealer

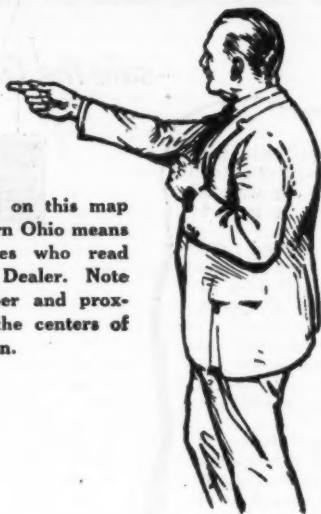
Cleveland's Greatest Salesman of All

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# Dealer **ALONE** this Market!

Every dot on this map of Northern Ohio means 10 families who read The Plain Dealer. Note the number and proximity of the centers of distribution.



land. There's concentration for you! Distribution problems are minimized, and selling this great market is no problem whatsoever—for The Plain Dealer **ALONE** delivers it at one single cost.

## in Dealer

of ANY-Priced Merchandise

R. J. BIDWELL CO.  
Times Building,  
Los Angeles, Cal.  
742 Market Street,  
San Francisco, Cal.



*-said the Grocer*

\* \* \*

"Very good peaches," said the corner grocer, as he pushed a can across the counter. The woman took the can, looked at it and asked the price.

"Thirty cents," replied the grocer. "It is a very good brand—and they are able to sell them so cheaply because they don't put a lot of money into advertising."


The Schoolmaster pricked up his ears as the woman spoke.

"How much are the Del Monte peaches in that size can?" she asked.

"Twenty-nine cents," was the grocer's answer and the woman smiled—as did the Schoolmaster. Needless to say the woman went away with a can of Del Monte peaches.

We wonder how many manufacturers hold the same delusion! Facts and figures disproving it are to be had for every industry from Soup to Bessemer Steel, yet many close their eyes in blissful content and pursue the well trodden paths made years ago by the founders of their businesses.

Let us find and submit the facts regarding your business.

**BISSELL & LAND, INC.**  
337 Second Ave.  Pittsburgh, Pa.

Advertising Agents and Merchandising Counsellors

# A Manufacturer's Work Preliminary to the Advertising

What Fruhauf Brothers, New York, Discovered Regarding Merchandising While They Were Preparing to Advertise

By William P. Tuttle

**A**DVERTISERS are seeking information as to whether they should advertise their goods in conjunction with the local retailer, what share of the expense he should carry, and how they may secure his co-operation in merchandising the goods, particularly in reference to securing the interest of the clerk behind the counter. The experience of Fruhauf Brothers & Company, of New York, is instructive because of the thoroughness with which they have gone into the solution of these problems, as they were affected by them.

The Fruhaufs make men's ready-to-wear, hand-tailored suits and overcoats, and sell to better stores throughout the country. At the start the Fruhaufs proposed to manufacture a ready-to-wear garment that had as much hand-work on it as would be found on the made-to-order article, and they have made a success of the idea. However, when they came to write their first advertisement they realized that there had been no standardization of the phrase "Hand-Tailored"; it might mean anything from sewing the button holes by hand to making a "foundation."

So, before they spent any money in general advertising, they determined to get the courts to restrain the use of the words, so that they could only be employed by those who were selling clothes on which a certain, very definite amount of hand-work had been done. This article does not pretend to discuss the merits of the case as presented by the Fruhaufs. It deals with the fact that instead of bemoaning their fate, and complaining that they had no chance among their rivals, they set to work to differentiate them-

selves and their product from others. When this had been done they knew that it would make their subsequent advertising effective.

They thus laid the foundation for their success by never laying the burden on advertising and expecting it to solve all their problems, but from the start carefully clearing away all possible entanglements. They took their case to the courts and after due time had the satisfaction to have all their contentions upheld, and Hand-tailoring in men's clothing, ready-to-wear standardized. They did not wait, however, for victory to perch upon their banners before telling the trade exactly what they were doing. They knew it was all so important that even their failure would not kill the idea. So with this in mind they conceived the plan of preparing a news-sheet that would tell plainly all about the fight they were making and the results as they occurred from time to time.

## SPREADING FUNDAMENTAL FACTS AMONG DEALERS

These were sent not only to all the principals in the stores where the goods were on sale, but also to all the men who stood behind the counters in those stores. Here is where the Fruhaufs began to develop the sense of the value that these men represented to them. They had no difficulty in obtaining the names and addresses of the clerks from their employers, and forthwith scores of salesmen found themselves taken into the confidence of the manufacturers, who while ostensibly informing their readers as to the progress of the law-suits were also interesting them in the kind of a factory that they were running, and certainly

impressing upon all the fact that the Fruhaufs made strictly hand-tailored clothes. They had elaborate diagrams and drawings prepared that explained fully to the reader just what series of operations was involved in making a garment in the Fruhauf shop.

During all of this time, therefore, the Fruhaufs were busy advertising to those most interested, and never for a moment omitting to say, "Fruhauf—Hand-Tailored," until the words became almost synonymous. After the lawsuits had been won the Fruhaufs dropped this form of advertising and awaited their next move.

Just at this time an advertising man came along and suggested a method of doing some newspaper advertising in the towns where the goods were on sale, getting the stores to divide the cost thereof. The plan looked feasible, but before putting it into operation the Fruhaufs suggested that one of the firm and the advertising man take a trip and call on the customers, particularly with a view to seeing how the men behind the counter would view the campaign, and also to see if they were fitted to handle the customers that such advertising would produce. Certainly the news-letters must have educated the clerks to the value of the goods, and thus have laid a foundation for the advertising. It was evident that without the hook-up between these men and the goods the advertising would be thrown away. So the trip was undertaken, and the results were truly astonishing.

The manufacturers found that it was one thing to tell the clerks about the goods that they had to sell, and quite another (of extraordinary importance) to make good salesmen of them. They found in the majority of cases the clerk lacked confidence. Instead of looking a customer over carefully, engaging him in conversation to determine something of his inherent tastes and then going to the cases and picking out one suit which he would highly recommend, and letting the customer try it on in silence—the suit and his

previous words operating together to sell it—instead of this, the clerk would run and fetch a suit, lay it before the customer and say, "You certainly would look swell in this nifty suit. Look at them shoulders." Before the customer had digested either the words or the suit, the salesman would run off and bring out another one, until four or five suits would be laid before the now thoroughly bewildered and helpless man, who would finally solve the problem as to how to escape by saying, "I'll be back tomorrow"—a morrow that never came.

The clerk's idea is to leave it all up to the customer, so no blame can be attached to him if no sale is made. He thinks that he has shown the client all the good suits in the house and the client is a fool if he can't find what he wants among so many, thus shirking his own responsibility.

#### CLEARING THE PATH

The Fruhaufs had visualized the customers that their proposed advertising would bring to the stores and they knew that those who would be impressed by the quality offered would be sensitive to the manner of its presentation. The result of these interviews was to postpone all newspaper advertising until some means of educating the clerk had been evolved. Again the Fruhaufs had demonstrated the wisdom of clearing the path before them, and of seeing plainly all the elements that might contribute to their success or failure before putting the burden of their problems upon the back of their advertising man. They say that advertising will sell as a locomotive will pull a train if the road-bed and rails are in first-class condition. Woe betide the engineer who is careless about the signals. Many a perfectly good advertising campaign has been ditched, and the theory has been blamed unjustly.

The company now set about the task of creating salesmen for its goods—salesmen whose time was taken by firms that dealt with other clothing manufacturers as

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# An Interesting Study for Advertisers

Comparative figures covering lineage carried by various daily newspapers may be very interesting to newspaper publishers, but are not sound argument for the use of space in any medium.

Quantity and reasonably good quality of circulation at fair rates which will yield a profit are more to the point.

The figures below cover information regarding that part of the circulation of a strong group of newspapers circulated within the city trading zone—"City and Suburban" under accepted rules—the figures taken from the Standard Rate and Data Service for January, 1923, covering circulation figures in accordance with statement of September 30, 1922.

## EVENING NEWSPAPERS

	City and Suburban Circulation	5,000 Line Rate	Milline Rate City and Suburban
Philadelphia Bulletin.....	456,753	\$ .55	\$1.20
Pittsburgh Press.....	132,502	.23	1.71
Detroit News.....	229,021	.40	1.75
Chicago Daily News.....	350,282	.65	1.86
NEW YORK GLOBE....	162,000	.35	2.16
New York Journal.....	564,225	1.25	2.21
St. Louis Post Dispatch..	157,411	.35	2.23
N. Y. Evening World.....	250,340	.59	2.36
N. Y. Sun .....	*172,834	.48	2.78
*6-day average.	2,475,368	\$4.85	\$2.03

## MORNING NEWSPAPERS

Philadelphia Inquirer....	210,047	\$ .35	\$1.66
N. Y. World (Morning)...	324,765	.59	1.82
New York American....	288,778	.60	2.07
Chicago Tribune.....	371,925	.80	2.15
Los Angeles Times.....	91,208	.21	2.30
Boston Post.....	247,016	.60	2.43
New York Times.....	256,728	.6435	2.50
St. Louis Globe Democrat	133,502	.35	2.62
New York Herald.....	138,837	.48	3.45
	2,062,806	\$4.6235	\$2.33

The New York Globe is proud to hold so prominent a position among such distinguished company and to be able to manufacture and sell advertising at as low a cost to the advertisers in the 5,000-line group per million circulation as before the war.

# THE NEW YORK GLOBE

JASON ROGERS, *Publisher*

LORENZEN & THOMPSON, INC. - - - Special Representatives  
Chicago New York San Francisco Los Angeles

well as with them. There was also the labor turnover to consider. How much could it afford to spend in educating men who would suddenly disappear from the store where Fruhauf goods were sold to reappear in the store of some rival? This question had puzzled many a firm which felt that being far removed from the store itself it could not attempt to control the contacts with the labor which wisely handled would result in a decided diminution of the turnover.

After much thought the Fruhaufs evolved a series of talks to be given by a member of the firm personally to the clerks. These talks were so prepared that they would not offend the store management, nor oversell the Fruhauf goods, which would result disastrously for all concerned. The Fruhaufs knew of a case where the clerks had been so oversold that they devoted all their time in moving their favorite goods and the management had to shut down on them. For it is obvious that the merchandiser has to see an even disbursement of stock. Therefore the Fruhaufs decided to talk about the value of selling well the article that a customer would seem to require, and they interspersed their talk with bits of selling psychology that interested the men.

#### APPRECIATION SHOWN BY DEALERS

At the first store they tackled with the proposition that they be allowed to speak to the clerks in the men's clothing department after hours, they were rather reluctantly allowed a half hour in the late afternoon, just before the store closed. The response to their talk was so immediate that the members of the firm asked them to repeat the story to all the men, and finally requested that they address all the women also. They stayed three days and gained so much confidence that after that their work was easy. They attempted to make the clerk feel his value to the store and also such an obligation to it that he would consider himself a permanent fixture

there. If he did not respond to such a talk his loss would not be a serious one either to the store or to themselves.


They thus handled the labor-turnover proposition, while the problem of not overselling themselves they solved by talking facts that were helpful to both the firm and their employees, with a modicum of the story of Fruhauf garments, trusting to the friendly spirit they engendered to make them remembered when the time came to sell their goods. In this policy of talking service and subordinating themselves is found one of the fundamentals of their success. They have never tried to take advantage of the hospitality of stores and, to use a useful bit of slang, have never tried to "hog the game."

The instruction trip took about seven weeks, and was tremendously successful. The next step was to invite all the salesmen and the men from the busheling rooms, who were interested in how properly to make alterations, to come to a dinner to be given by the company—for the Middle West the dinner was held at Chicago and for the East at New York City. The stores were to pay the way of those employees they could spare. A large number of them came to these feasts of reason and information.

Then came the next and inevitable step—the forming of classes in the manufacture of hand-made clothing in the Fruhaufs' shop. Invitations were issued to all their customers to send their clerks and busheling men on to New York for such instruction, the course to last four days and expenses to be paid by the employers. The idea again met with great response, and for some months, until our entrance into the war led to the dispersing of men, the classes were held. But the seed was planted and continues to bear fruit. They have lost less than 1 per cent of all their customers, and those were inevitable losses.

Again they were apparently ready for an advertising campaign  
(Continued on page 73)





# A Year Ago and Now

**Concerning  
A Pledge and  
an Accounting  
by**

**The Elks**  
Magazine



**O**NE year ago we published the first issue of The Elks Magazine. At that time we pledged the 850,000 Elks and national advertiser, that this publication would be unique in its field and something entirely different from the ordinary conception of a fraternal publication.

Promises are easy—performance counts!

**Promise:** To produce a publication of outstanding literary excellence.

**Performance:** *Meredith Nicholson, Octavus Roy Cohen, Rita Weiman, Ben Ames Williams, Albert Payson Terhune, George Kibbe Turner, Achmed Abdullah, Dana Burnet, Richard Connell, Sam Hellman and others have given of their best to The Elks Magazine.*

**Promise:** Results to advertisers commensurate with the purchasing power of our readers who represent the progressive and prosperous element in 1,400 communities.

**Performance:** *89% of all Mail Order advertisers who started campaigns, are still with us. Publicity accounts report marked increase in sales in all cases where it is possible to trace through our contacts and reports from Elk dealers. One publicity tobacco account, by actual check, shows a 50% increase in sale through the Elks Clubs during the six months period of their campaign in The Elks Magazine.*

**Promise:** A dealer influence greater than any single publication of equal circulation—because the Elks are “the contact men of business,” including the leading merchants and professional men in every community.



**Performance:** *An actual tabulation of Elk dealers in the Automobile, Haberdasher, Drug and Hardware business alone shows nearly 30,000 Elk Merchants who are back of The Elks Magazine and the products advertised in its pages.*

**Promise:** National advertisers were promised they would not be ashamed of the company they kept.

**Performance:** *Every advertisement guaranteed. No medical copy. No free offers. No cheap or questionable mail order advertisements of any character. The following partial list of national advertisers indicates the quality of the advertising section of this magazine:*

AMERICAN CHICLE CO.  
AMERICAN TOBACCO CO.  
AUTOSTROP SAFETY RAZOR CO.  
BEECH-NUT CO.  
BONCILLA CO.  
BRUNSWICK-BALKE-COLL. CO.  
CHENEY BROS. SILK CO.  
CHEVROLET MOTOR CO.  
CLACQUOT CLUB CO.  
CONTINENTAL & COMM'L BANK  
CRANE CO.  
DOUGLAS SHOE CO.  
E. I. DUPONT DE NEMOURS & CO.  
G. H. P. CIGAR CO.  
FORHAN COMPANY

GORHAM CO.  
GUARANTY TRUST CO.  
A. S. HINDS CO.  
GEO. P. IDE & CO.  
INDIANA LIMESTONE ASS'N  
INGERSOLL WATCH CO.  
KARPEN BROS. & CO.  
LIGGETT & MYERS TOB. CO.  
PALMOLIVE CO.  
PEPSODENT CO.  
PRUDENTIAL INSURANCE CO.  
STANDARD PLAYING CARD CO.  
JASON WHEELER CO.  
J. B. WILLIAMS CO.  
U. S. SHIPPING BOARD

**WE** have just begun. The Elks are "sold" on their magazine. Their wives and children are "sold." More advertisers are being sold with each succeeding issue.

Our promise to national advertisers for the coming 12 months is to make even a better magazine both editorially and mechanically, if it is possible to do so. The story of the performance on this promise can not be written now, but a year from now.

The Elks Magazine has travelled far—because it has more than fulfilled every promise made for it at the start.



## Two out of every 5 dealers on this street are Elks

Merchants know the Elks families in their community. The definite quality and quantity of Elk circulation enables the dealer to visualize The Elks Magazine's sales influence for him in his territory. The Elks Magazine reaches more merchants than any other general magazine of equal circulation. We have the proof. Would you like to see it?

# *The Elks* Magazine

"The largest proved male circulation in America"  
50 East 42nd Street, New York, N. Y.

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in which their retail customers would participate, but again the Fruhauf habit of looking well before leaping asserted itself. Leo Fruhauf, who was in charge of sales, had been making a study of local conditions as they might affect advertising and had come to the conclusion that if the company wrote the copy the peculiar local color would be missing, and if the local merchant wrote it, the Fruhauf story might suffer too much to warrant the heavy expenditure in putting over such a campaign. In addition, there was a grave doubt as to the attitude of their customers who suddenly, in the midst of extremely friendly relations, where they felt sure that Fruhauf Brothers & Company were giving them full value, should have the firm offer them a present of several thousand dollars with no strings attached.

It hardly seemed human, and would, perhaps, be viewed with some uneasiness. If the Fruhaufs were able to spend all that money, it might be argued that they could sell the goods for less money. And as a matter of fact, they found upon closely examining their reactions, that all of their money was going into the goods—all that they could spend in a combined newspaper campaign. They did not really need such publicity, for their customers were spending a liberal portion of their newspaper appropriation on Fruhauf clothing, and all that they needed was direction and assistance in preparing the advertisements.

In the meantime they were calling regularly upon their trade and occasionally giving the talks that had been so popular, and they were also giving little hints as to the advertising. These hints they found were being eagerly seized upon and used by their customers' advertising departments. So they began to discuss the wisdom of getting up a series of advertisements and making electros of them and sending them to all their customers. But at this stage again the old caution stepped in and they began an investigation of local conditions. They found that

while firms thanked their New York City friends for electros they seldom used them fully because either the size was not convenient, or the spirit of the wording, no matter how skilfully it might be written, did not just suit the day it was to appear, and so the service was forgotten and the electro was wasted.

The upshot of all this reasoning is that the Fruhaufs have prepared an attractive folder with the proofs of the story that they would like told to the public, and they have sent these folders to all their trade with the suggestion that if they would like to incorporate the ideas in their regular advertising they would be pleased to have them do so. It is right along the line of the idea of service, and has taken hold of the imaginations of their customers. The folder enables the recipient to file all his advertisements together, and it also gives tone to the thought.

#### THE STAGE SET FOR ADVERTISING

That left the field clear to do a moderate amount of dignified newspaper publicity over their own name in the various cities where their goods are sold. The full page of their house is occasionally seen in New York City papers, and there is no mention made of their distributors. They have chosen them for the volume of the kind of trade they want to reach, and there is no set standard of style or location, each house representing the trade they want in each city standing by itself. To attempt to cite them all in an advertisement would be useless. The Fruhaufs' attitude toward machine-made garments is characteristic, they are boosters of all kinds of good goods—all they require is a strict adherence to the fair rules of the game.

They are now looking for a further service that they can render to their customers and that is in the form of an exchange of good ideas from one city to another. If one customer finds that an advertisement he has used has pulled well, they will ask him to send it

on to them for distribution to their other firms with the information that it has done well in such and such a city. Thus they expect to get the good thoughts across the country, each one couched in the particular form that appeals to the particular local taste, and yet harmonious as a whole. The keynote of the whole matter seems to be found in the words, "Unselfish and business-like co-operation."

The Fruhaufs have gone a step further than the old-fashioned distributor who thought that if his goods were on sale at a store he could afford to advertise in that town or in the general magazines. That may be so, they say, for articles of less value, but for high-priced goods one does not demand mere distribution, but actual trained salesmen in the stores where his goods are on sale. Local advertising should be left to the local advertiser except where a special effect is desired for the moment. The retail clerk can be reached to great advantage if tact and good judgment are used.

### Code of Practice for Public Benefit Advertised

A code of practice for the benefit of customers, which has been adopted by the Electric Appliance League of Indianapolis, is being advertised in local newspapers as the only document of its kind in the world. Ten retailers of electrical appliances compose this association which uses as its symbol a circle enclosing an electric bulb upon which appears the figure of a woman, with the legend "to help her" beneath.

The code of practice to which the members have subscribed provides that only appliances of merit and quality shall be sold; that the truth shall be clearly stated in all advertising and in the statements of representatives; that violations of any rules or ordinances governing the installation or operation of electrical appliances shall not be countenanced, nor likewise any injury to the business reputation, prospects, or goods of competing dealers.

### To Direct Advertising for Gossard Corsets

Virgil C. Cutta, who has been sales manager for Scruggs-Vandervoort-Barney Dry Goods Company, St. Louis department store, has resigned to become advertising manager of the H. W. Gossard Company, Chicago, corset manufacturer.

### Pierce-Arrow Uses Direct Mail to Sell Display Copy

The Pierce Arrow Motor Car Company, Buffalo, is running full-page copy twice a month in general magazines advertising pleasure cars and trucks alternately.

This campaign is being supplemented with direct-mail advertising. Folders giving more complete information are mailed to a list of more than 100,000 prospects a few days before each advertisement appears. In these folders attention is directed to the forthcoming advertisement. All prospect names are turned in by Pierce Arrow distributors.

### Grain and Feed Account for Los Angeles Agency

The Nicholls-Loomis Company, grain and feed, Los Angeles, has placed its account for the advertising of poultry and livestock feeds, cereals and flours, with the advertising agency of Smith & Ferris, also of Los Angeles.

### G. C. Biggers Joins the Birmingham "News"

George C. Biggers has been appointed national advertising manager of the Birmingham *News*, succeeding H. C. Sturt. Mr. Biggers was formerly with the Atlanta *Constitution*.

### E. A. Mackey Joins The Odets Company

Edward A. Mackey, for the last eight years with the sales staff of the Carey Printing Corporation, New York, has joined The Odets Company, advertising, also of New York, as a member of its executive staff.

### R. A. Hunter Joins Vancouver Bakers

Roy A. Hunter, formerly Pacific Coast manager of the MacLean Publishing Company, Toronto, Ont., has joined Shelly Brothers, Ltd., bakers, Vancouver, B. C., as secretary to the president.

### P. J. Bailey Joins Michigan Radio Corporation

P. J. Bailey has joined the Michigan Radio Corporation, Grand Rapids, Mich., as advertising manager. He was at one time manager of the business and promotion departments of the A. W. Shaw Company, Chicago.

### "Del Monte" Profits Increase

The California Packing Corporation, "Del Monte" products, San Francisco, reports net profits of \$6,168,383 for 1922, after all charges and Federal taxes, as compared with \$2,240,591 in 1921.



**SELL**  
*Marine Supplies  
in a marine field*

## **NEW ORLEANS IS SECOND PORT IN THE UNITED STATES**

**N**EW ORLEANS, second port in the U. S. A., is a base station of big proportions in marketing marine supplies, and has an extensive trade in supplying foreign, coastwise and local crafts.

During 1922 vessels entering and clearing the New Orleans port numbered 5,474—of these 690 were coastwise vessels.

Approximately 90 steamship lines have offices in New Orleans from which marine purchases are made.

Besides transportation and freight craft, New Orleans serves as an important market for pleasure craft and supplies.

The DAILY MARINE AND SHIPPING PAGE IN THE TIMES-PICAYUNE OFFERS A LOGICAL AND EFFECTIVE MEDIUM FOR SELLING MARINE SUPPLIES IN THIS BIG MARINE FIELD.



# **The Times-Picayune**

**FIRST FOR THE SOUTH**

**NATIONAL REPRESENTATIVES:**

CONE, HUNTON & WOODMAN, Inc.

New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta

**Western Representatives:**

R. J. BIDWELL COMPANY, San Francisco and Los Angeles

# Advertising to Equalize Demand for Sugar

The Atlantic & Pacific Tea Company Uses Space to Suggest Cautious Buying

THE retailer has often been accused of being inclined to let the public have its own uninfluenced way when it comes to buying. During the hectic days of 1919 especially, he was pictured as gleefully standing by while the hordes of reckless buyers swept upon his counters, demanding \$20 shoes and silk shirts of rainbow hue and a skyrocket price.

Then it was that an Oakland, Cal., retailer secured editorial notice by using advertising to urge people not to buy at high prices, and John T. Russell, owner of meat markets in Chicago won fame, money and, especially, goodwill, by suggesting the buying of cheaper cuts of meat. If pig meat took a skyrocket move, this retailer reversed the usual retail process and said to his customers and prospects, "Don't buy pork this week; it's too high—buy lamb."

These and many other retailers, and some manufacturers who were close to the buyer at the counter, had sufficient vision to change their advertising and sales appeal immediately they realized the changed buying habits of John A. Consumer and his wife.

Secretary Hoover and other leaders of thought in the country have stressed the point that future prosperity depends upon the consumer's viewpoint; that the only danger threatening us is a tendency to forgetfulness of what happened when scarcity of products led to exorbitant prices and then to a consumers' strike. In this connection a recent advertising of the Atlantic & Pacific Tea Company, with the memory of a few years ago fresh in the public mind, takes on a significance which should not go unnoted.

There is today a slight shortage of sugar. Some people label it a real scarcity, but a slight

shortage seems a better description. Various reasons have been ascribed for this condition. They run all the way from an attack on the men who speculate and deal in futures, to accusations concerning certain individuals, and also

## SUGAR

### !!!

**We Are Buying Sugar  
for Immediate  
Needs Only.**

**The American Housewives by  
curtailing the use of Sugar**

**Will Reduce  
The Cost**

THE  
GREAT ATLANTIC & PACIFIC TEA  
CO  
Over 7500 stores in the USA

CHAIN OF STORES ADVISE AGAINST PURCHASE OF SUGAR UNNECESSARILY WHEN PRICES ARE RISING

a weird tale about two letters of credit and the wireless messages sent by a bank to certain sea captains. The public, not interested so much in cause as in effect, knows only that sugar went up; that it sold as high as twelve and thirteen cents a pound.

Then came organizations of consumers promising to stop buying, a reduction by chain stores from eleven to ten cents, then the advertisement reproduced with this





# **A New Kind of FORM LETTER**

We have devised a new kind  
of Form Letter which differs  
from the old kind in that it

**does  
get read!**

A sample of this letter will  
be sent on request.

**CHARLES FRANCIS  
PRESS**

**461 EIGHTH AVENUE  
NEW YORK**

# Making your product speak for itself



*Individual choice is only a gamble*

A BILLION and a half spent for advertising in '22! In nearly every industry, bigger sales forces today than ever before!

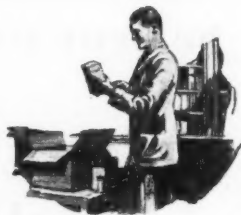
Every advertising man knows why; the relentless pressure of growing competition. And the focal point of competition is the

crowded modern store.

Clearly, the *individual package* must shoulder a heavy responsibility. Its "selling face" must not only appeal to the dealer and so secure prominent display—it must also dominate competition, and flash *your* story to the customer *first*.

No casual selection—no haphazard individual choice—can produce a package that will fill this dual role. The selection of package design today is an exact science—based on actual sales tests and comparisons.

That is how Robert Gair Company can determine *before-hand* the exact type of appeal best suited to your individual product. Costly guesswork is eliminated. Maximum effectiveness is guaranteed.



*"Not only must it appeal to the dealer and so secure prominent display—"*



*"—it must also dominate competition  
and flash YOUR story FIRST."*

Even the most striking design depends for ultimate success on vivid, accurate, uniform reproduction. The slightest variation in ink, sizing, stock, may ruin an otherwise successful run.

Engraving, plate-making, color-printing—all present problems of their own, prob-

lems which only the most expert knowledge can solve.

Gair service is based on nearly 60 years' experience in designing and manufacturing packages for leaders in every line.

We maintain our own laboratories, photo-engraving and printing departments. We make our own colors, inks and glues, and our laboratory tests insure uniform results and unvarying shades of color every time your package is run.

### *A complete package merchandising service*

Robert Gair Company produces all the essentials of package merchandising: Folding Boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Our latest booklet, "Testing the Merchandising Value of a Package", is a vitally interesting resume of methods frequently employed. Send for a copy today.

## ROBERT GAIR COMPANY

350 Madison Ave., New York

CHICAGO

PHILADELPHIA

BOSTON

BUFFALO

article. Some of the people who are fond of quoting the immutable law of supply and demand when it deals only with supply, didn't like this conscious and spontaneous effort of the public and the chain stores to restrict demand. For the Atlantic & Pacific Tea Company, to quote a chain-store organization operating over 7,500 stores, didn't exactly advertise to restrict demand, but it did enunciate an economic principle and suggest curtailment by inference. The newspaper copy, without naming the men who speculate in futures, pointed out "We are buying sugar for immediate needs only," and "The American housewives by curtailing the use of sugar will reduce the cost."

This big organization took the lead in telling the public not to be stampeded into overbuying by a temporary shortage, not to turn a slight shortage into a real scarcity, and reminded the consumer that prices were still in his control.

If some people have forgotten the lessons of a few short years ago the consumer hasn't. He became exceedingly tired of the type of manufacturer and retailer who told him shoes or shirts or suits would double in price so he had better buy more than he needed right then. The response of the public to the present sugar situation would seem to offer a lesson to consumer, merchant, and manufacturer alike, to mix caution with prosperity, to adhere to sound merchandising principles instead of speculation in raw materials, new buildings and high inventories.

### Newspaper Advertising Increases Ice Cream Sales

Newspaper advertising has boosted the sale of ice cream to the point where it is now a staple food and is fast becoming an all-year round article of diet. C. C. Burdan stated in an address before the salesmen and executives of Burdan Brothers, ice cream manufacturers, in convention at Philadelphia. More than sixteen quarts of ice cream are sold annually for every person in Pennsylvania and Delaware, according to Mr. Burdan.

### Toledo Advertised as Seed Centre

Something new in the way of using local pride as its main selling appeal is being done by the Toledo O. Produce Exchange. In copy headed "Toledo Leads in Seeds" the exchange says: "The entire seed world keeps its eyes on Toledo. Toledo is to seeds what Chicago is to grain. Newspapers throughout the United States and many foreign countries quote Toledo's clover prices."

"Future trading is continuous during the year. Most all large dealers and many small dealers trade here."

"Trade in new crop clover seed futures for October and December delivery is now active."

"Interested persons will be welcomed to the Toledo Produce Exchange floor, 906-913 Second National Bank Building, by any of its members."

### Studying "Humble Beginnings of Advertisers"

"THE NEW YORK HERALD"

"THE SUN"

NEW YORK, May 5, 1923.

Editor of PRINTERS' INK:

I have just had the opportunity of reading the interesting article, "Humble Beginnings of Our Great Advertisers," in the May issue of *Printers' Ink Monthly*. Your presentation of this interesting subject is most vivid and helpful and should prove of benefit to the advertising profession.

I have passed the article along to our advertising department and know that they will be greatly benefited by the interesting matter presented.

EDWIN S. FRIENDLY,  
Business Manager.

### S. C. Rawlins, Western Manager, "Life"

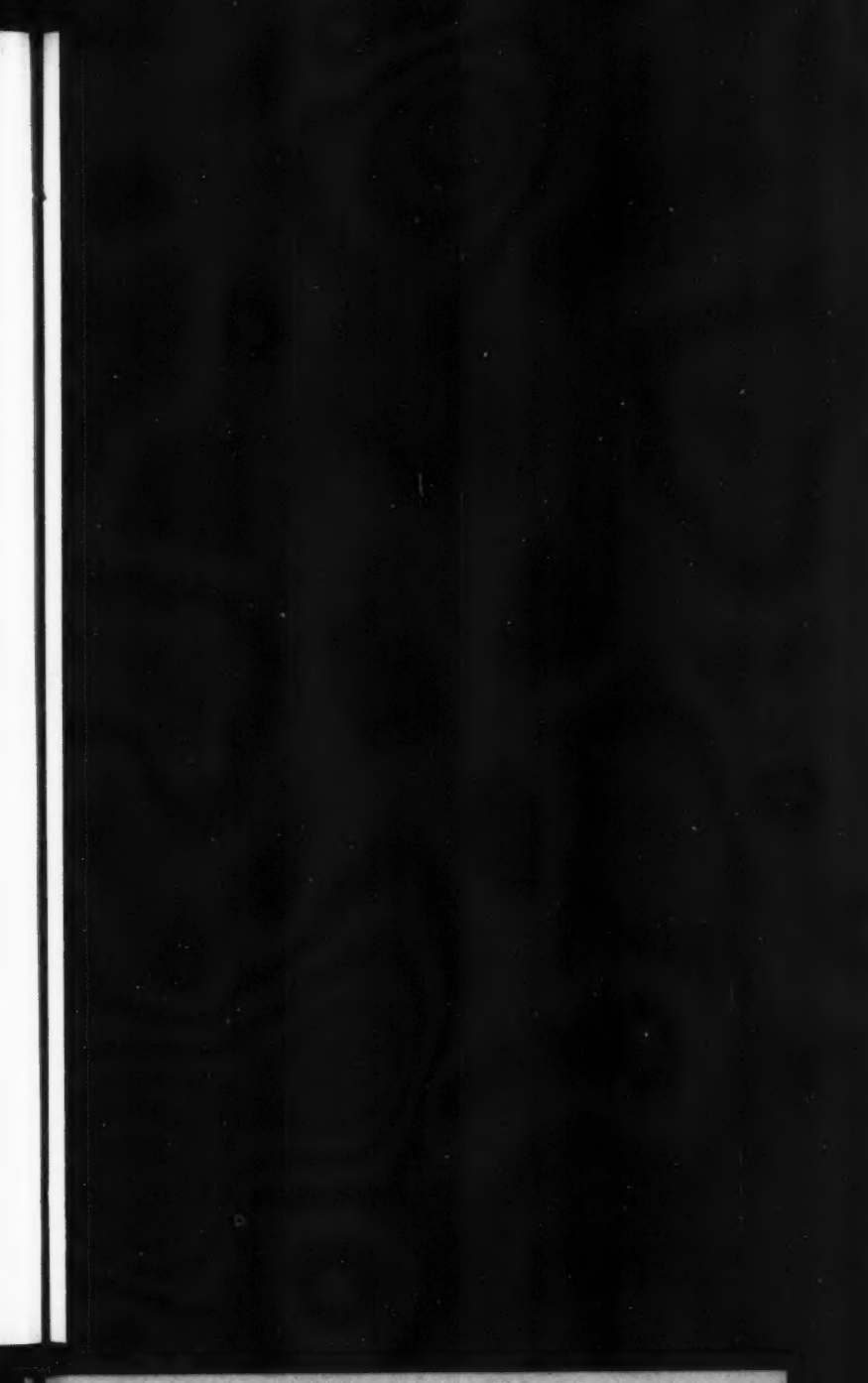
Stephen C. Rawlins, formerly with the Chicago office of the Gardner-Glen Buck Company, Inc., advertising agency has become Western manager of *Life*. His headquarters will be at Chicago. For more than ten years, Mr. Rawlins was Western representative of *Vogue* at Chicago.

### Westinghouse Electric Transfers Allen D. Turner

Allen D. Turner has been transferred from the publicity staff of the Westinghouse Electric & Manufacturing Company at East Pittsburgh, Pa., to the general sales office of the automotive equipment department at Springfield, Mass. He will direct the publicity work of that department.

### Joins Vacuum Oil Company

Donald Shaw has joined the advertising staff of the Vacuum Oil Company, New York. Mr. Shaw was formerly with The Biow Company, Inc., New York advertising agency.







Figures from Federal Statements of April 1, 1923

**THE PRESS**  
**189,397**  
**FIRST IN CLEVELAND!**

A GAIN of 6,849 over Last Federal Statement

The Daily Plain Dealer

189,174

A LOSS of 3,967 from the last  
Federal Statement, Oct. 1, 1922

The Evening News

150,473

A LOSS of 4,785 from the last  
Federal Statement, Oct. 1, 1922

**The Press**  
*First in Cleveland*  
CIRCULATION—ROSES INFLUENCE—ADVERTISING

94% of all the English-reading people  
read THE PRESS

THE  
PRESS

THE PRESS also dominates CLEVELAND

THE CLEVELAND PRESS has the LARGEST TOTAL CIRCULATION of any daily newspaper in Cleveland—189,397 for the six months ending March 31, 1923 according to Federal Statements of that date. This is a GAIN of 6849 over the previous Federal Statement (Oct. 1, 1922) and the ONLY gain made by any Cleveland daily newspaper during the period named. The Plain Dealer LOST 3967 and the News LOST 4783 during the same period. Published 14,725 copies of its SEVEN-day Plain Dealer newspapers—N

**There's**  
First and  
CIRCULATION—HOME—ADVERTISING



# people in "Greater Cleveland" PRESS



## CLEVELAND MARKET

During the First Quarter of 1923, the PRESS  
published 14,728 MORE lines of Local Display Advertising in 78  
issues of its SIX-day newspaper than was published in 90 issues of  
Cleveland's SEVEN-day newspaper—the Daily Plain Dealer AND the  
Daily Plain Dealer COMBINED! Cleveland merchants know Cleveland  
newspapers—National Advertisers wisely could follow their example!

and **press**  
—ADVERTISING



## Send For This Book!

Manufacturers, advertisers and agencies who are using or considering "The Cleveland Market" should write today for a copy of this LATEST Survey thereof. It is brief, accurate and fully informative. Address: Merchandising Service Dept., The PRESS, Cleveland, Ohio or any of the offices named below.

The Cleveland Press is represented in the national field by

ALLIED NEWSPAPERS, INC.  
52 Vanderbilt Avenue, New York

With branch offices at

Chicago  
Atlanta

Cleveland  
St. Louis

San Francisco  
Cincinnati

**The Press**  
*First in Cleveland*  
CIRCULATION—HOME INFLUENCE—ADVERTISING



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# Radio As an Advertising Medium in Competition with Magazines and Newspapers

Report of Proceedings at Meeting of Trust Company Division of American Bankers Association Gives Light on What Bankers Think of Radio As an Advertising Medium

**PRINTED** reports of the proceedings at a meeting of the Trust Company Division of the American Bankers Association held in New York a few months ago that have recently been issued give illuminating statements of the conception that bankers hold of radio broadcasting as an advertising medium in competition with magazines and newspapers.

Here is a verbatim report of this particular discussion:

## AFTERNOON SESSION

**CHAIRMAN WOOLLEN:** Resuming our session, we will first hear from Mr. Rufus Keisler, Jr., vice-president, Ironbound Trust Co., Newark, on the value of the radio.

**MR. KEISLER:** Speaking to you on the value of the radio as a business building medium, I wish to say that when arrangements were made in the preparation of the plans, by the Committee on Education of the New Jersey Bankers' Association, I arranged to include a talk over the radio. Since November of last year, and up to February of this year, five talks have been given. Four of these talks were on matters of general banking, one on fiduciary matters, with particular reference to trusteeship. These talks were broadcast from WJZ at Newark. We have arranged to have four talks during the month of February, and three during the month of March. These talks will be on the general subject of stock promotion fraud, supplementing the work that our Committee on Investment Securities is carrying on throughout the State of New Jersey. I might say that these talks take anywhere from ten to fifteen minutes.

I am somewhat reminded of the answer that a bishop gave to an

early ordained minister, when the inquiry came as to how long he should preach a sermon. As you probably all know, the reply was to this effect: The bishop stated that he had no record of any souls being saved after the first twenty minutes.

So it is with broadcasting. While it might seem to us to be an advantage, to have fifteen minutes or twenty minutes assigned to us, yet, judging from my limited experience, I am inclined to the belief that the maximum good that will accrue from these talks will be that which is confined to ten-minute talks.

A rather humorous incident occurred in connection with one of these talks, if I may tell you about it. I was scheduled to talk, in December, from WJZ, and Mr. Marsh of Newark, treasurer of our State Bankers' Association, evincing an interest in the work, I arranged to have him talk for me. For some reason or other the announcements were not changed in the newspapers, with the result that the following day a chap came into my office and stated that he was very well impressed with my reasons why he should open a checking account and forthwith deposited a very substantial check.

I might say that within a week after the talk on fiduciary matters, on trusteeship, I had three definite inquiries regarding living trusts, and I have every reason to believe that the settlement of the preliminary matters will be taken care of in the next week or two.

Just try to visualize the wonderful possibilities in connection with the radio as an educational and business building medium.

Let us take, for example, a page of advertisements in a peri-

odical that is nationally distributed, six by eight, with a circulation of one hundred thousand, and possibly read by three hundred thousand, at a cost of three hundred dollars. Contrast that with the publicity that you gain and the number of persons to whom you talk when you realize that ordinarily speaking, the radius of WJZ is practically half of the United States, that the number of people to whom you talk ranges from two hundred thousand to two million, depending upon the program that particular night. If the Trust Company Division of the A. B. A. as a whole could arrange to have talks once a month at ten stations, it would have an audience running from two million to twenty million. Contrasting the three hundred thousand possible readers of a magazine, reading an advertisement perhaps for a minute or two, with the listener in, where you have his undivided attention anywhere from five to ten minutes, you can readily realize the wonderful possibilities. Particularly is that true when this fact is appreciated: that the advertisement in the magazine costs three hundred dollars and the cost of the radio is confined to what time, effort and energy might be expended on the part of the few men who are able and capable and willing to do this work on behalf of the banks of the country.

I thank you. (Applause.)

CHAIRMAN WOOLLEN: Will Mr. Allard Smith, vice-president of the Union Trust Company of Cleveland, continue this subject?

MR. SMITH: I have had very little experience with soliciting of business through our radio. We have a radio, and have had it in operation for about five months. It is a powerful broadcasting station. But I was interested to hear what this gentleman said, because we have seemed to run up against some difficulty in putting over any sales talk on the radio. As soon as we start to talk about the bank or what we have to sell, for some reason or other we find that we are in conflict with some of the regulations of the Government, which I believe considers this sort

of selling in competition with advertising through some other means. We have not yet straightened that out. So, while we have had a very successful response, we have had letters and notices from over twelve thousand people outside of Cleveland, all over the United States, into Canada and even Mexico, our broadcasting so far has been confined to information regarding quotations, to some few general business talks, and to some entertainment. We have not yet sent out any selling talk on any of our services.

I think it is a wonderful medium if it can be used anywhere nearly like the way we would like to use it.

CHAIRMAN WOOLLEN: Mr. Keisler, can you contribute anything on the point which Mr. Smith raises?

MR. KEISLER: I might say that the subject matter of these talks was based primarily on the word service. It did not necessarily hook itself up with banks and trust companies, but the need on the part of the public to enjoy the privileges and facilities that the banks and trust companies have developed, to indicate to the people that we are interested in their welfare; and as in evidence of that, we are broadcasting to them all possible information that would help and be of service to them. That seems to be the theme of our campaign during the month of February, in New Jersey. We are, as you know, conducting an extensive advertising campaign with the object in view of preventing the sale of fraudulent securities.

The people appreciate more and more that the banks are interested in their welfare.

CHAIRMAN WOOLLEN: Mr. Drollinger, of Buffalo, have you something to add?

MR. H. F. DROLLINGER, Manager New Business Dept., Fidelity Trust Co., Buffalo: In order to properly appraise the value of the radio as a medium for distributing or broadcasting personal trust propaganda, it would seem necessary to first determine whether or not it is possible by this means

Gentl

454 P  
Phone

## Subject: "Canned Advertising" Soliciting

Gentlemen:

Many years ago we heard a well-known advertising agency official say that when he wanted to join the University Club he did not enter his occupation as "Advertising Agent" on his application blank, because he thought it would not help his standing in the club to do so.

We confess that sometimes we are not proud of our profession when we read advertisements which solicit advertising accounts by offering "short methods of trade analysis," "proven formulas for writing copy," "masterly methods of merchandising," or any other extravagant or—as they sound to us and must sound to experienced advertisers—unwarranted generalities.

There is no charted road to success in any art or science or profession. Well then, is there any sure way of succeeding in business?

We have never known a manufacturer who thought there was. Nor have we ever known a successful advertising agency that thought there was a short way to succeed in the advertising agency business.

We believe that every advertising proposition has to be treated exactly as an individual man would be treated. Every variation that you find in human beings—and there are no two alike—will be found in specific advertising propositions.

To suggest, or even intimate, that there is a concrete highway to the pot of gold at the foot of the rainbow, is surrounding the advertising agency business with an atmosphere which harks back twenty-five or thirty years.

What success we have has been made by plodding along the hard road of concentrated application to each problem of each advertiser whom we serve until such problems have, through the cooperation of the client, been solved along practical lines.

In the future we will take our chances in working the same way as we have in the past. We have not been blown off of our course very often in the twenty-seven years of experience as an advertising agency, and we are not likely in the future to adopt or recommend any immature methods in soliciting business for ourselves or for our clients.

We have little faith in short cuts. We think that it does not pay to jump at conclusions or to gamble on risky advertising experiments which would cripple the client if they failed. The channels of marketing are known. The forces of distribution are known. The advertising media are known. Our province is to aid the manufacturer in harmonizing all the various factors and be of assistance in making them operate as economically and efficiently as we can.

Yours very truly,

*M.P. Gould Company*

Advertising Agency

Charter Member A. A. A. A.

454 Fourth Ave., N. Y.  
Phone—Mad. Sq. 9070.

to reach those to whom the appeal must be made.

For immediate results in the trust field we will naturally turn to men and women of mature age, who have accumulated an estate that can be disposed of by a voluntary trust or by a last will and testament.

If we are content to appeal to the business men and women of the future, then we can spread our trust propaganda among the boys and girls and await results until they arrive in a business sense.

The seed of the trust message has been slow in germinating, and I am afraid that most of us are pretty impatient for immediate results. This will naturally lead us to the consideration of mature men and women.

In its present state of development, I believe few adults have come to view the radio either as a medium of entertainment or as a source of knowledge. This is due to static and other electrical disturbances that interfere with sound waves and consequently impair the results that may be obtained. It is with some difficulty that a discussion may be followed and people generally are slow to take up any form of entertainment that requires any effort on their part.

For this reason I believe we will find that adults pretty generally turn the radio over to the junior members of the family, particularly to those who have well developed bumps of curiosity, since they can let their imaginations run riot in this field. The adult members seek their entertainment with the evening newspaper, the theatre or otherwise, and are, therefore, not at the radio when our message comes in.

I am firmly convinced, however, that this attitude will be changed with the clarity of voice and refinement of tone that is bound to come with the further development of radio. When this time does arrive, I feel that we will have a very large field for cultivation.

The immediate present, though, I do view as a little premature

unless we are willing to appeal to boys and girls and await results in the remote future.

**CHAIRMAN WOOLLEN:** Is there anything further on this subject?

If not, we will go to the subject of window displays and hear from Mr. A. C. Rogers, advertising manager of the Guardian Savings & Trust Co., Cleveland.

### New Overall Advertiser from Ogden, Utah

The John Snowcraft & Sons Company, of Ogden, Utah, which has manufactured Never-Rip overalls for a number of years, plans to advertise its product in a campaign to be conducted in the West. Newspapers, farm papers, outdoor and direct-mail advertising will be used. The advertising at first will be addressed to farmers. Later it will seek to interest mechanics, railroad workers and others.

Stevens & Wallis, Inc., Salt Lake City advertising agency, will direct this campaign.

### Alaska Newspapers Appoint Katz Agency

The E. Katz Special Advertising Agency, publishers' representative, has been appointed Pacific Coast representative of the following Alaska newspapers, Anchorage *Times*, Juneau *Sunday Capital* and the Hyde *Alaska Miner*. These newspapers have established a branch office at Seattle, Wash.

The *Alaska Weekly*, published at Seattle, also has appointed the Katz agency as its Pacific Coast representative.

### Foreign Language Newspapers Appoint Callender & Lynch

Callender & Lynch, Inc., publishers' representatives, New York, have been appointed national advertising representatives of the *Jewish Daily Forward*, *Staats-Herold* and *Corriere d'America*, all of New York.

### W. J. Burke with Chicago Typographer

W. J. Burke has joined the staff of Marion S. Burnett, Chicago printer and advertising typographer, as general sales manager. He was formerly with the sales staff of The Cargill Company, Grand Rapids, Mich.

### Asbestos Account for Calkins & Holden

The advertising account of Asbestos Limited, New York, importer of asbestos and manufacturer of specialties, has been placed with Calkins & Holden, Inc., New York.





**"Unless your advertising reaches my customers I'm not interested!"**

**T**HE St. Louis dealer doesn't give a whoop about newspaper advertising *except when it produces business for him.*

Why should he enthuse over a campaign in a combination of newspapers that don't cover the city and that have largely duplicated circulations, a big percentage of which is in the country? He can't possibly derive maximum benefit from it.

If you are a manufacturer thinking of merchandising a product in this market you know that the city dealers constitute your greatest and most important sales factor. You will consider their interests first.

In other words, you'll see that your advertising is placed in newspapers which reach the greatest possible number of consumers in St. Louis—the two large evening papers.

One of them—

**THE ST. LOUIS STAR**



National Advertising Representatives

**STORY, BROOKS & FINLEY**

New York Chicago Philadelphia St. Louis  
Los Angeles San Francisco



Family of John G. Brown, farmer, Manan, White County, Indiana. Nine children.

## Large Farm Families Make Good Customers

Farm families average larger than city families. Advertisers selling articles of personal use will do well to consider this important fact.

It means a difference of millions of dollars in the aggregate market. More shoes, clothing and food supplies to buy. Larger houses to live in, with a natural increase in the amount of hardware and furniture that is required.

Figures furnished by the American Farm Bureau Federation show that in one year farm families spent for clothing and cotton goods 790 million dollars. They spent 380

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million dollars for footwear and 14 million dollars for gloves and mittens. Twenty million dollars of farm money went for hats alone.

These figures are conservative. The actual amount spent is probably much more. But the figures show that the farm family is worth cultivating.

Trade surveys show that the farm families buy by brand when effort has been made to sell them merchandise under a brand name.

Manufacturers who have fixed their brand name in farmers' minds through farm paper advertising are enjoying volume sales and profitable turnover in stores throughout the 15,000 towns in the rural territory. For a relatively small advertising investment they have bought a market that is constant, regardless of national industrial conditions.

Farm papers will cover all or any part of the farm market at low milline cost and with almost no waste circulation.

Ask your advertising agency or any farm paper publisher for specific facts on which to plan an efficient farm paper selling campaign.

### **Agricultural Publicity Committee**

76 West Monroe Street, Chicago

This committee was appointed by and is under the direction of the **Agricultural Publishers Association**. It employs no solicitors and represents no specific publications. All information published over this signature is absolutely impartial.



# Tulsa!

## *Now Largest City in Oklahoma—*

TULSA is now the METROPOLIS of Oklahoma. The United States Bureau of Census, in its statement of March, 1923, gives Tulsa a population of 102,018.

## First in Advertising

The TULSA WORLD carried more advertising in 1922 than any other newspaper in the entire state of Oklahoma—9,397,164 lines.

## First in Circulation in Eastern Oklahoma

The TULSA WORLD has more circulation than any other newspaper in Eastern Oklahoma—45,593 Sunday and 40,247 Daily net paid circulation for March, 1923. The WORLD is the one newspaper that permeates every nook and corner of the Tulsa Trade Territory.

# TULSA WORLD

*Oklahoma's Greatest Newspaper*

# Building Business on Weather Forecasts

How the "Weather Man's" Reports Are Helping Sales, Guiding Shipping Dates, Etc.

*Special Washington Correspondence*

UNDOUBTEDLY, the business of farming is dependent more than any other upon the weather, and the forecasts and advices given out in advance by the Weather Bureau save at least a thousand dollars for every dollar of cost in predetermining and forecasting weather conditions. Perhaps the most interesting phase of the weather, in its relation to general business, is its influence on the sale of innumerable articles. A number of recent, well-authenticated reports indicate that advance weather information is much more important in the merchandising of many lines than it is usually considered.

Some time ago, a large and successful mail-order advertiser said that he soon found, during the spring and summer, that when it rained during the publication day of his full-page advertisement in a metropolitan Sunday newspaper, results were about twice those secured on a bright Sunday with the same advertisement in the same paper. Obviously, then, orders to the papers to run his advertisements only when rain was predicted resulted in much more profitable returns than were possible before.

For many years, certain department and other stores have based their advertising of special sales on seasonal goods on forecasts, and have found them trustworthy enough to use profitably for this purpose. Forecasts also have been of value to manufacturers of highly perishable goods, and the makers of articles that depend largely for their sale on the temperature or the weather; and they can be used to advantage in all merchandising which is influenced in any degree by weather conditions.

One of the largest jobbers of hardware in the country, located

in the Middle West, has, for a number of seasons, used the daily forecasts and the weekly weather outlooks of the Government with excellent results. The general sales manager of this concern stated that both forms of information are valuable to him in checking up and coaching his salesmen, and in encouraging them to push the goods that are peculiarly adapted to approaching weather conditions.

## GETTING AHEAD OF COMPETITION

The company maintains distributing warehouses in several territories, and weather reports enable the departments of the main office to anticipate demands and supply seasonal articles so promptly as to get ahead of competition in many instances. The assurance of a dry, hot week ahead in any territory means that garden hose, sprinklers, ice cream freezers, refrigerators and other goods of the kind will soon be in demand. A week of rain will create a prompt demand for lawn mowers, garden tools and the like.

Appropriate goods for the weather that is coming are shipped as soon as the weather reports are received, to the various warehouses, according to the probable needs of the stocks. Thus the branch warehouses are enabled to supply promptly the dealers who have waited until the last moment to place their orders, and those who find their stocks depleted by the sudden demand.

By the same means, this company has also perfected its distribution of screens, stoves, automobile accessories, builders' hardware and many other lines. The general sales manager who related these facts said that the purchasing department had gone even farther, and had developed a plan for estimating the requirements of all territories six months

or more in advance, according to the influence of the weather, and that the system, based on government statistics covering a period of years, had proved to be much more reliable than the former guesswork in determining the probable demand for a variety of goods.

In commenting on this, Professor Charles F. Marvin, Chief of the Weather Bureau, United States Department of Agriculture, recently said that his bureau never had attempted to forecast the weather for more than seven days in advance, and that the accuracy of any forecast would diminish after that limit of time. The daily reports, telegraphed to newspapers and all weather stations every morning, are, generally speaking, accurate from eighty to ninety per cent of the time. The weekly outlooks, published at Washington every Saturday for the week beginning the following Monday, are not quite so accurate. The special flood, storm and frost warnings are almost invariably fulfilled.

"Unfortunately," Professor Marvin continued, "there are no funds available for an investigation to determine the benefits of the weather service to general business. Created by act of Congress in 1871 to protect shipping in the Atlantic and the Great Lakes, the bureau soon took up the work of furnishing forecasts to the farming interests of the country, and the value to both has long been taken for granted.

"There are 200 principal weather stations over the country, with Government observers in charge, and nearly 5,000 other observers send us regular information of local conditions. There are two observations daily. Ships at sea, our own and foreign merchantmen, send us reports, as well as naval vessels. This service is almost instantaneous, as all reports of the service are handled by radio and telegraph.

"British naval stations and our own are daily broadcasting weather information, which we take advantage of. The French Government has equipped a merchantman,

the *Jacques Cartier*, with observers and all necessary instruments for accurate observations and charting. The ship exchanges radio reports with us, and its aid is invaluable. It is the ships at sea that make it possible for us to furnish dependable and prompt warnings of the tropical storms which originate in the West Indies and the Caribbean, and frequently reach our Gulf and Atlantic ports.

"The value of flood warnings is as well recognized as the value of the service to the farmers and shipping interests. Many businesses maintain warehouses just above the usual high level of our navigable rivers. Almost every year, in some parts of the country, flood warnings with notice of the probable stage of the water many hours in advance, enable the owners to shift goods to higher floors, or to remove them to higher ground when inundation threatens. The saving of lives as well as goods is also a factor in this, and because it is dramatic this part of the service is sometimes mentioned in newspapers; but for a specific knowledge of the value of the weather service to merchandising we must rely on occasional callers who come to tell us of benefits, and on the letters which come to the bureau from business concerns.

#### SOME EXAMPLES OF THE VALUE OF THESE WARNINGS

"Some of these reports are unusual, as well as unexpected. Last winter, an official of a large mining company in the region of the Great Lakes told us that the weekly outlooks had been the means of saving his concern a great deal of money, and of improving shipping service. One would suppose copper ore to be wholly immune to weather, but as most of it is shipped in open cars, the company found that when a period of wet melting snow was followed by cold weather, its car of ore in transit froze solidly, and that the ore could not be removed economically by any artificial means. This necessitated the placing of such cars on sidings, there to remain several days or weeks until mild weather thawed out the ore.

# 66%

**INCREASE**  
*in* **ADVERTISING**  
*for the first 5 months in 1923*

—indicating that great national advertisers have awakened to the remarkable, potential purchasing power of these

**10,000,000 Readers**

—an audience worthy of cultivation, especially when it may be reached at a cost of only \$2,700 per page.

## All-Fiction Field

**The Field of Greatest Yield**

**Over 2,000,000 Circulation**

Obviously by a due regard for weather forecasts such conditions were avoided almost entirely, and the company benefited by a saving in both time and money in the delivery of its product.

"Another recent report is more usual. An ice cream manufacturer told us that the information contained in the weekly reports of weather conditions enabled him to purchase his materials more accurately, sell his goods more intelligently by anticipating the demands in various parts of his large territory, and to advertise them with better results.

"He said that it was frequently difficult to secure enough materials on short notice to make up sufficient goods to supply a sudden demand. Warm weather was a certain indicator of unusual demand in his case, and knowing where and when it was coming, several days in advance, enabled him to make ample preparations. His advertising was more effective when published just ahead of and during warm spells of weather, and the forecasts also enabled him to increase or decrease the ordered shipments of his customers and distributors, in anticipation of their needs. In these several ways, he stated, the weather service had enabled him to increase his profits to a highly satisfactory degree."

Professor Marvin also mentioned several instances of benefit to the fruit drying industries of California and other Western States. This is of special interest because raisins and other dried fruits have been so successfully advertised during the last few years, and the advertising could not have been profitable without an assurance of quantity and quality of the products.

Not only the best, but the most economical process of drying fruits is in the sun. The only serious danger is from sudden showers, for rain deteriorates the quality of the fruit. The driers depend on all weather forecasts and storm warnings, and it is rarely exceptional when they are not warned of showers sufficiently in advance to stack and protect their trays.

The protection of the citrus crops in both California and Florida is also of importance to advertising. Wherever fruit is grown in this country, Government frost warnings are safeguarding many millions of dollars' worth of oranges and lemons by enabling the growers to protect their orchards with oil burners and fires at a minimum of loss.

#### HELPING THE TEXTILE INDUSTRY

The bureau also has been of assistance to the silk and textile industries in furnishing special information as to conditioning the atmosphere of mills to obtain the best results in weaving fabrics which are affected in the process of manufacture by the degree of moisture in the atmosphere.

The forecasts have been of special value to orchardists in northern New York and other States in determining the most effective time for spraying to destroy funguses of certain kinds.

A number of manufacturers, Professor Marvin added, whose devices are affected in their operation by climatic and weather conditions, reported excellent results having been obtained from both the regular and special information furnished by the bureau. A manufacturer of incubators, who recently appealed to the weather bureau, is typical of this class.

"His problem was variable," Professor Marvin explained. "His incubator required a fixed amount of moisture to secure the best results, and the automatic supply was affected by the differing humidity of the atmosphere in various of his territories. He had been furnishing his customers in all parts of the country with the same directions for operating, and he was getting a good many complaints which were injuring his sales.

"So he wrote to the bureau to learn the relative humidity of various parts of the country. Then, with the information at hand, he was able to modify his directions so that his apparatus could be adjusted by the owner to operate properly under any climatic conditions, to furnish more moisture



# IF—

- IF the people you want to talk to do all their business on Sundays—
- IF they live in the hills of West Virginia, Tennessee, North Carolina or Kentucky—
- IF they inherited their purchasing habits with their social, political, theological and economic views from their grandparents—
- IF, owning nothing, they regard ownership of property as crime, and look to Soviet Russia as the shrine of popular liberty—
- IF they are floaters on the tide, drifting with the ebb and flow of industry, and never arriving at a place they can really claim as "home"—

## Do not advertise in the Cincinnati Times-Star

National and Local advertisers for fifteen consecutive years have proved that the Times-Star, appearing the six business days of the week, is a more effective medium than any seven-day paper in its field—

That its circulation is in and about Cincinnati, where it goes into four out of every five homes daily—

That it is progressive without being radical, at once moulding and reflecting the life, habits and aspirations of the community of which it is a part—

That it is the paper of the business executive and of the wage-worker, of the capitalist and of the laborer, standing four square for the American brand of liberty, equality and opportunity, and for no other—

That it is essentially a home paper, owned and edited by home folks for home folks, and read by home folks for the information it contains about world events and local interests, politics and sport, finance and industry, what to buy and where to buy it.

The Times-Star is pre-eminently the paper with prestige in Cincinnati, if the testimony of advertisers as expressed in display lineage is any indication of prestige. Its merchandising department is at your service on request.

# CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

Member of Audit Bureau of Circulations

### If every firm in your line should locate in your city

The people in your line of business are scattered all over the country. How could your company be affected if all of them were to locate in your city?

In one respect, at least, you would be the gainer. You and your associates would be near enough to your most progressive competitors to study the methods by which they have gained success.

The men who are wrestling with and overcoming the difficulties peculiar to your business would be close at hand, anxious to exchange ideas with you in person.

Doubtless the people in your line will never get together in this way, yet you can enjoy the next best thing to close personal contact.

Your Business Paper—the daily, weekly, or monthly publication of your industry—makes one city of these scattered people.

There are almost as many Business Papers serving "business cities" as there are daily newspapers serving "geographical cities." In the pages of your Business Paper you read descriptions of manufacturing improvements, the latest prices for raw materials, news of market tendencies, and reports of other companies' activities.

Business Papers usually contain many illustrations, and these are frequently as important as the text.

A number of the publishers also consider good representative visual presentation their Business Papers on one of Warren's Standard Printing Papers. Warren and advance letter printers are important, better paper is necessary.

better  
paper  
on  
better  
printing

In the opinion of those thinking in this way, the business paper has proved a valuable medium for the exchange of ideas and information. It is a place where business men can get the latest news of their industry, and where they can find out what other companies are doing. It is a place where they can find out what other companies are doing.

S. D. WARREN COMPANY BOSTON, MASS.

## WARREN'S STANDARD PRINTING PAPERS

Warren's Standard Printing Papers are distributed by  
HARRY LUDGEMAN & SONS - Telephone Spring place  
100-101 BROADWAY, NEW YORK  
LAWRENCE & LUTHER, INC. - Telephone 17-1000  
100-101 BROADWAY, NEW YORK  
THE ALLEN & CO. Co. - Telephone 17-1000  
100-101 BROADWAY, NEW YORK

# The Business Paper City

A fine argument for A. B. P. publications is brought out in a recent newspaper advertisement of the S. D. Warren Company. This concern, though a national advertiser also, not only rests the foundation of its advertising on Business Papers, but goes further and tells other concerns about it in national publications.

THE ASSOCIATED BUSINESS PAPERS, INC.  
100% A. B. C. Audited — Reaching 54

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Such  
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## In part this advertisement says:

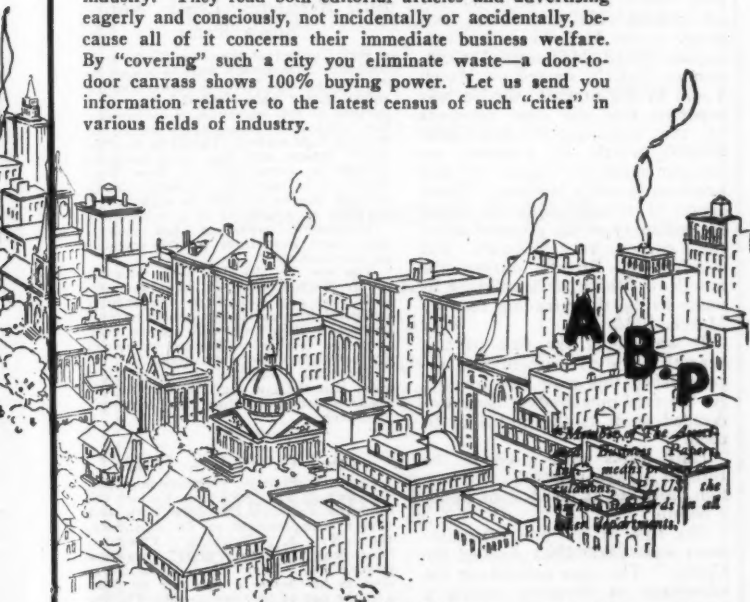
If every firm in your line should locate in your city—The men who are wrestling with and overcoming the difficulties peculiar to your business would be close at hand, anxious to exchange ideas with you in person.

Doubtless the people in your line will never get together in this way, yet you can enjoy the next best thing to close personal contact.

Your Business Paper—the daily, weekly or monthly publication of your industry—makes one city of these scattered people.

There are almost as many Business Papers serving "business cities" as there are daily newspapers serving "geographical cities." In the pages of your Business Paper you read descriptions of manufacturing improvements, the latest prices for raw materials, news of market tendencies, and reports of other companies' activities.

Such a "business paper city" idea is certainly symbolic of the concentration of A. B. P. publications. Business Paper readers, the inhabitants of such a city, are voluntary readers—men vitally interested in their own business and their own industry. They read both editorial articles and advertising eagerly and consciously, not incidentally or accidentally, because all of it concerns their immediate business welfare. By "covering" such a city you eliminate waste—a door-to-door canvass shows 100% buying power. Let us send you information relative to the latest census of such "cities" in various fields of industry.



Headquarters, 220 West 42d Street - New York  
Different Fields of Trade & Industry

in dry climates and less where the atmosphere was humid. He reported that the information furnished had enabled him to smooth out many of his difficulties.

"From such reports we know that many commercial enterprises are profitably using the information furnished by the Weather Bureau. And we believe that many more could use the forecast to advantage, for the merchandising of almost every article is influenced, to some degree, by the changes of the weather."

## Advertising Turns Former Saloon Street into a Millinery Centre

ONE of Buffalo's side streets, inhabited principally in pre-Volstead days by saloons, has been turned into a millinery shopping centre by use of newspaper advertising. The advertising campaign of the Mohawk and Washington Retail Millinery Association of Buffalo started on March 1 and by the first of April it was reported that the nine members of the organization had done \$50,000 worth of business, an amount much in excess of any previous month's business. Thousands of women shoppers visited the millinery stores grouped about the corner of Mohawk and Washington Streets during the month of March, at least twice as many as did their trading there in March, 1922.

It was about the first of this year that the association that accomplished this task was formed. At the very outset advertising was decided upon as the means to be used.

Half pages were used in the Buffalo newspapers, the association spending at the rate of \$1,000 a month.

The title of the first advertisement was "7,000 Hats Around the Corner." The copy pointed out the advantage of shopping among a compact group of millinery stores with a very wide range of styles and prices to select from, and em-

phasized the convenient location of the millinery centre by illustrating it as the heart of Buffalo's downtown retail section. Advertisements were signed by all nine members of the association, each firm using a small individual display space at the bottom of the larger advertisements.

An unexpected result of the campaign was that it brought a large shopping trade from out of town, women not familiar with the city evidently finding it easier to remember a street corner location than individual street numbers.

A new campaign is now under consideration, and the association is also planning for a fashion show at the nearby theatre, a prize contest and other events to further establish the Mohawk and Washington Streets corner as the retail millinery centre of Buffalo.

## Bill Regulates Legal Notice Space Rates

Both Houses of the New York State Assembly have passed what is known as the "rate printing" bill. Governor Smith's signature will make the bill a law. The purpose of this legislation is to equalize the newspaper advertising rates for printing legal notices. Under the new law public notices and legal advertisements printed in newspapers of New York State will be measured by simply counting the number of lines in each advertisement as it appears in a publication.

Heretofore, confusion has existed since there were three possible methods of measurement.

The new law also does away with the unfair discrimination of "first and second class city" counties. Newspapers published in counties containing no first or second class city, will receive compensation for the publication of notices proportionate to their circulation.

The final paragraph of the bill provides that the law shall be effective immediately after receiving the Governor's signature.

## Cecil O. Phillips Dead

Cecil O. Phillips, vice-president and director of The American Cotton Oil Company, vegetable oils, New York, and also a vice-president of its subsidiary, the N. K. Fairbank Company, "Cottolene," "Gold Dust," washing powder and "Fairy" Soap, New York, died at his home in that city on May 1 at the age of fifty-seven. Mr. Phillips joined The American Cotton Oil Company in 1895. He was elected a vice-president in charge of all manufacturing operations in 1919.

# *First in Rotogravure*

THE New York Times publishes more rotogravure advertising than any other newspaper in the world.

In four months of this year The Times published 289,578 agate lines of rotogravure advertising, an excess over the second New York newspaper of 116,900 lines.

## **Four Months of 1923**

	Agate Lines
The New York Times,	289,578
Second newspaper -	172,678
Third newspaper -	122,602
Fourth newspaper -	112,810

## **The New York Times**

**Times Square**

**New York**



Illustration by  
Mr. Elmer Pirson

## The "last word"

in the Advertising Campaign is spoken by

## Window and Store Display

The cooperation of this complete organization makes it easier to obtain the best in such advertising. We furnish Plans, Copy, Illustration and substantial Manufacturing—providing undivided responsibility in Lithographed and Printed Advertising Material.

**The MUNRO & HARFORD CO.**

*Manufacturing Lithographers and Color Printers*

416 WEST THIRTY-THIRD ST., NEW YORK

# Associated Club Convention Program Has International Flavor

General Program for Atlantic City Convention of Associated Advertising Clubs of the World as Now Outlined Gives More Attention to International Matters Than in Other Years

**T**HE Associated Advertising Clubs of the World in planning the general program for its annual convention to be held at Atlantic City from June 3 to 7, has given attention to international topics of discussion as well as to subjects of national and sectional interest.

This broadened scope of the program is due to the fact that a large group of British advertising men and publishers have signified their intention to attend the convention.

The convention will open Sunday afternoon, June 3, with an inspirational meeting on the Steel Pier. An address by Fred B. Smith, of Johns-Manville, Inc., on "Advertising and the World Outlook," will be made at this meeting.

At a general session of the convention on Monday, June 4, President Holland will deliver the opening address. Senator Walter Edge, of New Jersey, chairman of the Dorland Advertising Agency, will tell "What the Government of the United States Has to Advertise." An address on "Promoting Better International Relationships" will be given by a speaker to be selected from the British delegation. F. M. Feiker, who was recently granted a leave of absence by the McGraw-Hill Company to again become assistant to Secretary of Commerce Hoover, to direct a world survey of raw material supplies, will speak on "Elimination of Waste in Industry."

At this general session there will be four addresses on "What Advertising Can Do for Four Great Industries." Carl Williams, of Oklahoma, president of the American Cotton Growers' Exchange, will talk on agriculture, and Floyd W. Parsons on public

utilities. No announcement has yet been made of the other two speakers.

John H. Logeman, chairman of the association's advertising exhibit, has been given an hour of the Monday general session time to display a collection of advertising which he has gathered, with the aid of the United States Department of Commerce.

On the third and fourth days the convention will be separated into departmental conventions, conferences and meetings.

The following associations and departmentals will hold conventions or meetings:

American Association of Advertising Agencies, Agricultural Publishers Association, Advertising Specialty Association, Associated Business Papers, Inc., Associated Retail Advertisers, Church Advertising Department, Direct-Mail Advertising Association, Directory and Reference Media Department, Financial Advertising Association, Graphic Arts Association, Industrial Advertisers' Association, National Association of Employing Lithographers, National Association of Newspaper Executives, National Association of Theatre Program Publishers, Outdoor Advertising Association, Poster Advertising Association, Public Utilities Advertising Association, Religious Press Department, and Screen Advertisers' Association.

The following conferences will be held:

Associated Junior Advertising Clubs, Newspaper (Classified Advertising Managers), Student Organization, Women's Advertising Clubs, Conference of Chain Store Advertising, Club Secretaries, Drug Advertisers, Teachers of Advertising, Executive Committee (luncheon), Joint Assembly, National Commission (luncheon), Premium Advertisers and Vigilance Department of the Associated Advertising Clubs of the World.

Complete programs for all of these various departmental conventions, meetings and conferences have not been finally agreed upon.

On the last day, June 7, the convention will again meet in general session.

# Clarence Saunders Inspires Even His Competitors to Help Him

Advertising Being Used in "Clarence Saunders Is Not Broke until Memphis Is Broke" Campaign

AN unusual phase of the tussle between Clarence Saunders, head of the Piggly Wiggly Stores, and the Wall Street Bears, is that throughout the fight Mr. Saunders has been using newspaper advertising steadily to get his side of the affair before the public. Even his proclamations to Wall Street have been issued in paid advertising space.

Recently Mr. Saunders advertised that unless he could dispose of a good portion of his Class "A" Piggly Wiggly stock his own personal fortune would be wiped out. The ready market for the stock was lost when the stock was withdrawn from the New York Stock Exchange. The dramatic thing about this announcement is that no sooner was it made than Memphis, Mr. Saunders's home town, immediately came to his rescue. A campaign was at once organized in Memphis, headed by the Chamber of Commerce. A slogan was coined "Clarence Saunders Is Not Broke until Memphis Is Broke." As a result of this organization a selling drive started last Monday morning, May 7, which will continue until the people of Memphis have subscribed for 50,000 shares of Class "A" Piggly Wiggly stock. The stock is being sold for \$10.00 cash and \$5.00 a month for nine months.

The sales campaign is being pushed with all the vigor of a regular merchandising drive. W. W. Fischer, president of Fischer Lime and Cement Company, has been placed in charge of the sales organization. An executive committee of prominent men has been formed and the town has launched itself into the effort with all the vigor of the Liberty Loan Drives.

Probably the most dramatic thing of all that has occurred in the campaign is the way the Bow-

ers Stores of Memphis, a competitor of the Piggly Wiggly Stores, are advertising to help Mr. Saunders. In large newspaper copy this company has come out with the following statement:

The Bowers Stores have swung in squarely behind Clarence Saunders. Although competitors in the local field, the Bowers Stores recognize the worth of Mr. Saunders, and join with other loyal Memphians in paying tribute to him as a business man, a high-class gentleman, and a builder who has done more than his share for the prosperity of this city.

Absolutely square in his dealings with competitor, customer and business associate, Clarence Saunders is too big an asset for this community to lose, or to allow to be crushed by any combine in Wall Street or elsewhere.

It matters not that the Bowers Stores and the Piggly Wiggly Chain are keen rivals. With the rapid growth of Memphis there is room aplenty for two first-class, dependable Chain Stores such as Piggly Wiggly and Bowers Stores. Some may like service and some self-service, and the rivalry serves only to give an added impetus to trade.

Mr. Saunders is a foeman worthy of any man's steel. When he fights he fights in the open. He is aboveboard in all his dealings. He is every inch a man. In fighting for Clarence Saunders, the Bowers Stores recognize they are fighting for Memphis. Saunders and Memphis are synonymous.

For these reasons we are pledging our support to Mr. Saunders in the big fight he has on his hands. He has fought nobly and deserves the greatest credit for his self-sacrifice and courage in standing up for those associated with him in the enterprise. We hope he comes through and places his stock right here in Memphis. However, engaging Wall Street in battle is too big a task for the greatest of generals to undertake alone. He must have soldiers to back him.

We volunteer our services to our fellow-townsmen in any capacity that will advance his cause.

That is a spirit of which any city may well be proud. Certainly it must be set down to the everlasting credit of advertising that it was used so well by Mr. Saunders in keeping his home town in sympathy with his ideals.







## Open Letters to Advertising Agents

### The NATION'S BUSINESS



Published by  
The CHAMBER of COMMERCE of  
the UNITED STATES of AMERICA

Washington

May Eighth  
1923.

Dear Mr. Erwin:

Organized American business is meeting in New York this week. Leading business men from every State in the Union are gathered at the call of the United States Chamber of Commerce to discuss the growing problems of transportation and how they affect business.

Out of this meeting will come an Extra Edition of The Nation's Business of prime importance to our subscribers and to transportation interests generally. It will carry the authoritative word of such men as

Herbert Hoover

Julius Barnes

Theodore Whitmarsh

Sidney Anderson

Lewis E. Pierson

Carl R. Gray

John J. Carty

Willis H. Booth

Roy D. Chapin

Charles H. Markham

Edward Prizer

J. Walter Drake

George A. Post

A. H. Swayne

It will spread their best thought out across the country to over 100,000 executives everywhere in the business market.

Such an issue affords a remarkable background for the announcements of any corporation selling transportation or transportation equipment.

The Extra Edition will close in Washington, May 18th. There will be no advance in rates though additional sales will carry it to 125,000. Immediate consideration is necessary for clients you may wish to have represented.

With heartiest good wishes.

Mr. C. R. Erwin, President,  
Erwin, Wasey & Company,  
Chicago, Illinois.

*Victor Whitlock*  
Victor Whitlock  
Director of Advertising.

FROM THE NATION'S BUSINESS



**T**HE majority of the manufacturers say  
the winter months.

The C. F. Mueller Company of New York  
should be eaten Summer and Winter and in  
Cars every day in the year.

The C. F. Mueller Company started with only  
Ten Thousand Dollars monthly on five corners  
been used almost exclusively and the credit  
manufacturer of trade marked macaroni and spaghetti.

**STREET RAILROAD**

Central Office  
Borland Bldg., Chicago

Home  
Candler Bldg.



February 14<sup>th</sup> to April 1<sup>st</sup>

**LENT**

Mighty  
good  
for you



C. F. MUELLER CO., Jersey City, N. J.

erspaghetti and macaroni advertise only in

Newly believe that spaghetti and macaroni  
er air advertising is displayed in the Street

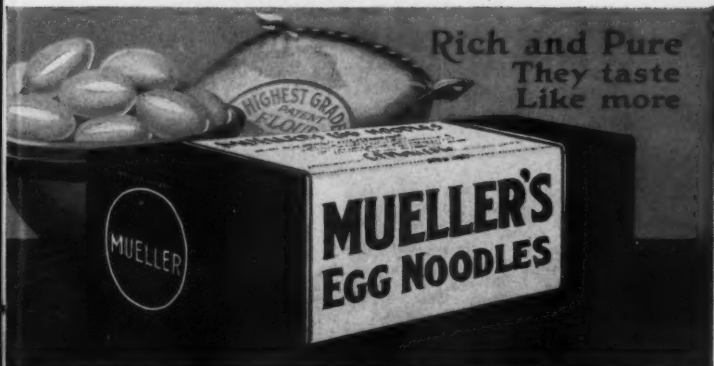
withly seven years ago and now spend nearly  
five contracts. Street Car advertising has  
d thedit it with making them the largest  
cardhe world.

WAADVERTISING CO.

Home  
dler Bk.

Western Office

Monadnock Bldg., San Francisco



CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

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# FOUNTAIN—

*"That part of a printing press  
from which ink is supplied to  
the rollers"*

—THE PRINTER'S DICTIONARY.

Ink in the fountain is a nasty, sticky, uninteresting mess. It has no shape, no style—nothing but color. But the correct choice of ink for each particular job and the mixing of it, particularly for color-work, is as important to the appearance of your printed matter as any other element that goes into its production. 47 years' experience has given the Goldmann pressroom consummate skill in this, as in its other requirements.

**ISAAC GOLDMANN COMPANY**  
EIGHTY LAFAYETTE STREET NEW YORK CITY  
*Printers Since Eighteen Seventy Six*  
TELEPHONE FRANKLIN 4520





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# Advertising Illustrations That Become Secondary Trade-Marks

It Often Happens That an Advertiser, after Having Formally Adopted a Trade-Mark, Stumbles upon a Theme That Proves Its Right to Continuous Display

By W. Livingston Larned

IT has not infrequently transpired that an advertiser, after adopting, exploiting and using a certain trade-mark figure or design or symbol, for a great many years, suddenly hits upon another pictorial theme which at once proves more potent and popular, as a trade-mark, than the original "friend of the family."

It places him, admittedly, in an embarrassing situation, however.

He is torn between remaining true to a widely exploited symbol, and one which is a comparative newcomer. In the meanwhile, all the evidence goes to show that this secondary idea makes a far better trade-mark than the accepted version, now many generations old.

The answer appears to be to use both.

And there are many and ingenious methods of doing this.

As a rule, the situation arises out of the one-time employment of a very unusual and strong illustration, which, from the very first, appeals to everyone, as worthy of use again and again. "Too good to be dropped after a one-time insertion," is the verdict. But the moment such pictures make their second and third appearance, the public begins to look upon them as taking on the attributes of a trade-mark. Continuity does this.

Early last year, The Standard Sanitary Manufacturing Company ran an illustration, page size, with dominant display, of its "Yard Stick" idea, in connection with the scientifically studied-out height of kitchen sinks. A housewife was shown, watching a plumber, who, with a yard stick, demonstrated to her the facts in the case. "Yard Stick High" was the crisp and businesslike title, in a link-up with just a few lines of text. The illus-

tration was complete in itself in getting across an important selling story.

That picture had no sooner made its appearance than everyone inside and outside the organization, from president to the smallest retailer a thousand miles away from the plant, sensed that a remarkably fine trade-mark thought had been accidentally originated. Certainly it was too good to fade away after its original use.

Then came a few experiments in continuing it, such as various other characters using the yard stick as proof. Now while more elaborate illustrations in color may take up the larger areas of space, the first plumber-yard-stick picture, done in flat tones, is also introduced, in much smaller size, on the same page. An advertising illustration has become a secondary trade-mark.

Previous to this, a piece of characteristic hand-lettering of the nameplate had served as a trade-mark. In other words, trade-marks have a way of developing, accidentally, as campaigns run their course, and as the advertiser continues in business. There is never any doubt as to the serviceability of such ideas, because everyone mentions them, commends them, and suggests that they are entirely too valuable to be discontinued.

There have been instances where an advertiser, over a period of many years, has collected not two, but a half dozen pet themes, each one of which proved its right to be retained. There comes a point, however, where the collection is a cluttering hindrance and defeats its own purpose.

The original Yale trade-mark is a nameplate, in square, very simple letters. It has long since

been duly registered as such and on all advertising it is clearly marked. But later came the pictorial theme of the four metal bands, with four hands placing the four letters, one at a time, in place. It was liked at once and

"playing" with captions and display heads, it was not long before the style of lettering became more of a display trade-mark for the Santa Fe railway system, than its original circular symbol.

A parallel ease is the A. B. A.

initials and the well known check, as used by The Bankers Trust Company for travelers. On a certain summer vacation occasion, an artist submitted an idea which at once fastened itself upon the consciousness of every advertising mind in the country, as a very precious advertising asset. This illustration was of a group of people, sitting and standing on a cheque, suspended in midair, as vast areas of country were passed over. The A. B. A. cheque was virtually a "magic carpet."

Today, after many years have passed, the same little pictorial motif is injected into all A. B. A. Travel Cheque advertising. It is as surely a "trade-mark" as any of its predecessors, such as the cheque itself or the three

initial letters, and carries, to our way of thinking, far more significance to the average individual.

The Rolls-Royce, when it first started business, settled upon a trade-mark in the form of the two R's, intertwined.

Not long ago, a beautiful silver figurette was placed on the radiator cap of the car; the poised figure of a woman, balanced on one foot, body flung far forward and flying draperies indicative of easy, swift flight.

A single advertisement appeared, in which this characteristic radiator-cap figure was featured in the pictorial display. It appealed at once, and, as it was clearly identified with the car, it possessed



No Rolls-Royce has  
ever worn out

THE experience of the man who has owned and driven many cars provides the best background for consideration of the advantages of the Rolls-Royce.

Recently a celebrated engineer purchased a Rolls-Royce. It had been his opinion that, owing to the numerous accidents upon motor transportation were concerned, there was nothing new under the sun. Yet it was but a short time after the delivery of his car that he made the statement: "When I looked a Rolls-Royce, I did so because I had had about everything else. I wanted it with indifference. However, my estimate has been changed. I consider the

Rolls-Royce everything that an automobile should be, a mechanical marvel, beautiful. I am delighted with it." It would be an illusory to conclude that the impression made by the Rolls-Royce upon this professional man is so brief a period. It is complete evidence of its greatness. The field proof of perfect building will be demonstrated soon, or fifteen, or even twenty years from now, when the Rolls-Royce is still allowing daily ease for enjoyment. And in the delivery of such performance, this particular car will not have suffered one hour's trouble from every Rolls-Royce that is built.

These exclusive Rolls-Royce designs to open and closed coach work.

The four-door passenger phaeton \$10,900

ROLLS-ROYCE, Limited, London. Branches: New York, Boston, Chicago, San Francisco, Los Angeles, etc.

## ROLLS-ROYCE

A FIGURETTE THAT TELLS THE ROLLS-ROYCE STORY AND CONSEQUENTLY HAS VIRTUALLY BECOME A TRADE-MARK

has definitely won its place in all Yale advertising. Therefore we have the peculiar situation of an advertiser featuring two trade-marks, one belonging to the old regime, and priceless, and a new device, nationally and equally invaluable.

There was a time when the original Santa Fe railroad circular trade-mark, distinctive and interesting, was the identification tag of all Santa Fe advertising and no one believed that anything could ever take its place.

Then, one day, a creative letterer began to hand-letter a Santa Fe advertisement, in a style new to the field. By twisting letters, elongated lines and otherwise

# Don't cut copy!

To save postage  
use Warren's Thintext

**C**UTTING the copy in a mailing-piece to save postage seldom makes it more effective.

If copy is verbose, it *should* be cut; but if your copy is concise, cutting is like throwing away some of the cargo to lighten the ship.

Warren's Thintext, a light, compact paper, has as great a printing surface as a sheet that weighs several times as much.

Send for a sample sheet 25 x 38 inches. Place this sheet on the scales and watch the indicator come to a stop before one ounce is reached.

The printing quality of Warren's Thintext is excellent. Both type and half-tones reproduce well. Warren's Thintext is practically opaque.

Any distributor of Warren's Standard Printing Papers will be glad to supply you with samples of Warren's Thintext.

*Advertisers will find Warren's Thintext useful for catalogs, sales manuals, data books, broadsides, and package inserts.*



S. D. WARREN COMPANY, BOSTON, MASS.

# WARREN'S

STANDARD PRINTING PAPERS

genuine selling merit. Today, all Rolls-Royce advertising, whether in newspapers or magazines, makes a bold feature of the same figure, employed in countless attractive compositions. It is a secondary trade-mark, in a sense, but coming

outstanding feature of every campaign.

Texaco gasoline and motor oil long since settled upon a trade-mark. It is a red star, emblazoned with an initial "T". Despite this fact, a secondary, illustrative trade-mark has developed, almost insidiously, before the company realized its true value. The design in question is a simple, diagrammatic visualization of power, its minimum and its maximum demonstrations. Now this symbol might easily be looked upon as a trade-mark, for it is consistently used throughout the advertising. Surely it means more than the star.

Paints and varnishes made by du Pont carry a mildly interesting trade-mark, in the shape of characteristic lettering, but in a year, the giant figure of the laboratory expert has become far more significant, we believe, as a means of infallibly identifying both the product and its advertising at the very first glance. And there is the unique

phase of the problem—a secondary illustrative idea can become far more potent, as advertising material, than a trade-mark which has become a real tradition.

How long has it been since you saw the trade-mark figure of the "Little Fairy" at one time looked upon as one of the most valuable advertising assets in the country for a soap?

A connected idea, in illustration, built around a central selling idea, is now more of a trade-mark and has more variations than the little girl perched atop the cake of Fairy Soap.

The Hood Rubber Products  
(Continued on page 117)



**"Standard"**  
PLUMBING FIXTURES

Standard fixtures only, good, safe, high, provide comfort and prevent back-ache. How high is yours? Standard Sanitary Toilet Co., Pittsburgh

THE "PLUMBER WITH THE YARD STICK" GETS A PLACE OF HONOR BECAUSE IT TELLS A SELLING STORY

first in the affections of the advertiser.

But do you see how chance and accident play a part in all this?

For all the time-honored traditions of the Johns-Manville Brake-Lining trade-mark—a general design of lettering and the silhouetted map of North America, it is doubtful if the public knows it now as well as the more dramatic "trade-mark" of a secondary kind, of the outstretched hand of warning, photographically shown in all advertising, and varied with each layout. But it is of comparatively recent origin, and, against all competition, has gradually become the dominant,

# "New Population Figures"

## *Make a Hit*

Never have we gotten out data which drew such enthusiastic letters as to its value to advertisers.

The Sales Manager of one of the largest automobile accessory manufacturers, writes: "The population sheet is very interesting and greatly appreciated. Would you be so kind as to let us have five more copies for distribution to our Branch Managers?"

This folder, (based on a new Department of Commerce bulletin), shows clearly, by states, the division of population between farm, small town and city.

The SMALL TOWN shows up as almost a third of the total population.

If you didn't receive this folder, and would like one—write and we will send it; or, if you did get one and want a few more for other officers of your company—we'll send them to you.

## People's Popular Monthly

*Des Moines, Iowa*

*Carl Proper*  
Editor and Publisher

*Graham Stewart*  
Advertising Director



# Artist Wanted—

*to produce ideas  
and visualize them*

A MAN with experience in "fifteen minute sketch" work, whose drawing is strong enough in black and white effect, and so clear in idea, as to convince unimaginative Account Handlers.

His value to himself and to us will depend upon his fecundity in ideas, and in the speed and quality of his sketch work. Please send *sketches* only, and be definite about salary wanted. Box 178, Printers' Ink.



## More National Advertisers

each year are getting substantial proof of the effectiveness of **THE BOYS' WORLD** in the boy-field. Here is a partial list of national advertisers profitably served by **THE BOYS' WORLD**—many of them on increasing schedules.

American Steel & Wire Co.  
Auerbach & Sons  
American Flyer Co.  
S. L. Allen & Co.  
American School of Corres.  
American Boy  
Brooks Appliance Co.  
Bastian Bros. Co.  
Brazel Novelty Co.  
Bu-na School of Wrestling  
Bogue Institute  
Boys' Magazine  
H. W. Buckbee  
Benjamin Air Rifle Co.  
Chicago Engineering Works  
Corbin Screw Corporation  
Columbia Bicycles  
Crowell Publishing Co.  
Daisy Air Rifle  
Firestone Tire & Rubber Co.

Funsten Bros. Co.  
George Frost Co.  
Farm Journal  
A. C. Gilbert Co.  
Hartman Furniture &  
Carpet Co.  
Haverford Cycle Co.  
Hendee Mfg. Co.  
Ives Mfg. Co.  
Kennebec Boat & Canoe Co.  
Lyon & Healy  
Lionel Corporation  
Mead Cycle Co.  
Meccano Co.  
Old Town Canoe Co.  
Pennsylvania Rubber Co.  
Porter Chemical Co.  
Jno. F. Russell Cutlery Co.  
Ralston Purina Co.  
Reliance Mfg. Co.

Robbins Mfg. Co.  
Remington Arms—  
U. M. C. Co.  
Salzer Seed Co.  
Sloan's Liniment  
Simmons Hardware Co.  
Selchow & Richter Co.  
Sears, Roebuck & Co.  
Straus & Schram  
3 In One Oil Co.  
F. C. Taylor Fur Co.  
Thomas Hosiery Co.  
United Profit Sharing Corp.  
U. S. School of Music  
Rudolph Wurlitzer Co.  
Winchester Arms Co.  
Wrigley's Gum.  
Montgomery Ward & Co.  
Thos. E. Wilson & Co.

We are at your service to co-operate in any way we can by supplying information in detail as to how we can successfully serve **YOU** with equal satisfaction in covering this responsive field.

## THE BOYS' WORLD

THE BOYS' NATIONAL WEEKLY

**David C. Cook Publishing Company, Elgin, Illinois**

WESLEY E. FARMLOE, Advertising Manager

Edward P. Boyce, 95 Madison Ave., New York  
Ronald C. Campbell, 326 W. Madison St., Chicago  
Sam Dennis, Globe-Democrat Building, St. Louis

**"Cook's WEEKLY TRIO": A MILLION BOYS AND GIRLS**

THE MEN AND WOMEN OF TOMORROW

**THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY**



Company has long had a lettered trade-mark symbol, despite which, when the now well-known Hood Chauffeur, first employed as a road sign, was brought to life and worked into the spirit of the advertising in its entirety, it at once eclipsed the original trade-mark.

The accredited Haynes underwear trade-mark, so boldly designated, is a mere display of the name. But, years ago, when the first artist to think of placing a series of circles over a figure in underwear thus called attention to specific features, a trade-mark was originated, then and there, that has persisted, season after season, with unflagging interest. It is an idea that is striking and out of the ordinary and that bears all of the earmarks of a modern trade-mark.

The picture of a coffee cup, upside-down, was the trade-mark long ago adopted for Maxwell Coffee. But two years ago, in a most effective campaign, that cup was placed in the hands of living characters, and the style of the advertising so centralized and retained, series after series, that now the very illustration itself, in each separate advertisement, becomes a vivid trade-mark, always recognized, because of the continuity of the idea.

The original "Hasn't scratched yet" baby chicken, for Bon Ami, is not, in our estimation, anywhere near as valuable a trade-mark, if we may term the new addition to the family as such, as the smiling, happy housewife who dominates every advertisement. She has gradually become the real identifying feature of the advertising, and justly so.

The public has its own way of deciding what shall constitute the real trade-mark. The manufacturer is not always in a position to decide. The popularity of any design or figure is a combination of uncontrolled circumstances. Time alone tells the final story. An old-fashioned trade-mark, beloved of the advertiser, after continuing and persisting for several generations, may be railroaded off the map in a year by some accidental idea injected into one ad-

vertisement. That's the way it goes.

The issue simply can't be forced, any more than a drama can be popularized, simply because the theatrical producer thinks it is good. The public always makes the decision. With a trade-mark, whether it is actually called that or not, a flood of commendation, of welcome, and of mysterious favor, at once lifts a casual idea to the prominence of a solidifying theme for the advertiser.

### Corday & Gross Open New York Office

The Corday & Gross Company, Cleveland, producers of direct advertising, has opened an office at New York which will be under the management of Jay E. Kilpatrick. Mr. Kilpatrick, formerly represented Rand McNally & Company, Chicago publishers, in New York, and at one time was with the Franklin Printing Company of Philadelphia in a similar capacity.

### William F. Long Dead

William F. Long, president of the W. F. Long Company, Inc., Canadian publishers' representative, New York, prior to the war, died at that city April 29 at the age of 35. Mr. Long was at one time with the advertising agencies of Albert Frank & Company, Inc., and Collin Armstrong, Inc., now Smith, Sturgis & Moore, Inc., of New York.

### Blackstone Institute Account with Albert Frank

The Chicago office of Albert Frank & Company, New York advertising agency, is now handling the advertising account of the Blackstone Institute, Chicago correspondence school of law and accounting. General publications will be used.

### Joins Staff of Window Display Specialist

H. L. Osborn has joined the national sales department of George A. Smith, window display specialist, New York. Mr. Osborn was formerly on the advertising staff of the Foster & Reynolds Company, publishers, New York, and at one time was with the San Francisco Call.

### "Skookum" Syrup Account for Sehl Agency

The Sehl Advertising Agency, Chicago, has been appointed to handle the advertising for the D. B. Scully Syrup Company, Chicago, manufacturer of "Skookum" syrups and preserves.

# A Wholesale Grocer Advertises His Private Brands

M. O'Connor & Co. Use Newspaper Space to Combat the Syndicates

THE wholesale grocer has frequently been advised to advertise. Many feasible campaign plans have been suggested in *PRINTERS' INK*. Nevertheless, there have been comparatively few converts to the idea. The business of wholesaling groceries, indeed, is beset with numerous vicissitudes. Some of these merchandising obstructions seem to make advertising almost impossible. Others, however, are, in themselves, perfectly logical reasons why advertising should be employed.

Chain-store competition and private branding are two points around which so much of the warfare in the grocery industry has been waged. It is interesting, therefore, to note that M. O'Connor & Company, wholesale grocers of Indianapolis, are advertising in a newspaper of that city because of the problems presented by these two phases of the business.

The campaign is not at all pretentious. Approximately one-fifth of one per cent of gross sales is the total appropriation. While the O'Connor business is far from picayune, that percentage does not provide a basis for extended advertising operations. As a matter of fact the campaign is somewhat in the nature of an experiment. Just enough money has been appropriated to give the idea an adequate trial.

Here, then, is the situation. There are approximately 200 chain stores in Indianapolis. There are also 1,000 independent retail grocery stores. The syndicates have never been known as laggards and in Indianapolis they are living up to their reputation. They are sizable advertisers—which the independent grocer is not and cannot be. They are splendid merchandisers. Fortunately, or unfortunately, depending from what side of the fence you view the situation, the average retail grocer is

not noted for his merchandising ability. Of course there are many exceptions. But the rank and file certainly do not approach the chains in this respect.

The chain grocery has been built largely on an appeal to economy. The practice of offering well-known brands at tempting prices, together with brands not so well known at what also appears to be a worth-while saving, has not yet, to all appearances, outworn its usefulness. Here the independent is generally unable to compete. In fact it is the common experience that it would be folly for him to attempt to do so. The independent has two strong cards—service and personality—and it is these that he should play.

## AN INVOLVED PROBLEM

Naturally, the success of the syndicates has been detrimental to the welfare of the wholesale grocer. Where the wholesaler distributes nationally advertised merchandise, much of which is not sold through the chains, his situation is not so precarious. But, when he depends on private brands—not an uncommon condition—the problem is quite involved.

For these reasons the O'Connor company has become converted to the idea of advertising and in newspaper space is featuring its Hoosier Poet brand of canned food products. The space varies from 240 lines to 600 lines. The initial insertion occupied 1,000 lines, and next fall another advertisement of that size will be run. The schedule calls for insertions once a week. Later it may be decided to adopt a staggered schedule, running an advertisement weekly for two weeks, skipping a week, etc.

Roy L. Davidson, vice-president, explains the copy angle employed as well as the entire basis of the campaign, in these words: "With the advent of the chain store, ad-

## PERFECT REPRODUCTION



ARTGRAVURE SECTION

OF THE

# CINCINNATI ENQUIRER

OFFERS THE ADVERTISER MORE  
REAL VALUE FOR MONEY  
SPENT THAN ANY OTHER  
CINCINNATI NEWSPAPER

*Closing Date Three Weeks Before Issue*

L. A. KLEIN  
50 East 42nd Street  
New York

R. J. BIDWELL CO.  
742 Market Street  
San Francisco

L. A. KLEIN  
76 West Monroe Street  
Chicago

*One of the World's Greatest Newspapers*

---

vertising well-known brands as well as unknown brands, at what might appear tempting prices, we felt it necessary to bring before the public quality merchandise in canned food products. We shall endeavor to teach the local population that while certain merchandise may be cheap in price it is actually expensive when quality is considered. It is our intention to advertise the very highest grade commodities under our best grade brand. We shall give the public a story of quality rather than a story of low-priced merchandise. In this way we hope to develop for our business an individuality that will show itself in increased sales."

How Mr. Davidson's ideas are being carried out in the copy is illustrated by an advertisement headed: "Bringing to your table the world's finest foods." This reads:

Just around the corner, at your grocer's, the world's finest foods are ready for your table. They bear the label *Hoosier Poet*.

Delicious thick slices of Hawaiian pineapple, golden peaches and apricots, blushing California cherries, juicy Bartlett pears, tender small peas, Country Gentleman corn, tender white asparagus, shrimp from the South, white meat tuna, fragrant Mocha and Java coffee, stringless beans—all the very best that prodigal nature can grow and science prepare for you. You will know them by the label *Hoosier Poet*.

Fruits, vegetables, condiments, sea foods, every table delicacy—the very finest is carefully prepared in the nation's finest food kitchens and critically selected for the *Hoosier Poet* label, bringing to you the highest attainable quality in foods.

Order *Hoosier Poet* foods, and be sure that you get them. It is economy to buy by the case. Your grocer can supply you.

The advertisements are liberally illustrated and laid out in attractive fashion. In the upper-left section of the copy appears a thumbnail sketch of James Whitcomb Riley, under which we read: "Hoosier Poet foods are named for James Whitcomb Riley—the immortal Hoosier poet—by his express permission, given us during his lifetime, with the understanding that this label was to be used on the finest and highest quality foods only. 'I never dreamed,' he said, 'that food as fine as this ever came from a can.'"

With the advent of the advertising more intensive selling plans have been put in operation. The campaign is being merchandised by specialty men in conjunction with the regular salesmen. Each of these men is furnished with a portfolio of the advertisements through to the month of June. Every store is to be called on and Hoosier Poet foods presented to them. Special effort will be made to sell the items featured in the advertisements at the particular time the salesman calls. The men furnish complete reports of their activities and where the company feels a certain section has not been gone over with sufficient care or success, another man is sent over the same ground. Of course, O'Connor will take advantage of the fact, in its sales presentation, that Hoosier Poet foods are sold only through independent grocery stores.

Merchants are being asked to place reproductions of the advertisements in their windows and stores. About ten per cent of the dealers have already agreed to do so. Mr. Davidson tells us: "We have been fairly successful in opening up new accounts as a result of the campaign. However, the advertising has not been running long enough to enable me to say exactly how successful we shall be in this direction."

## F. W. Warrington Returns to Denby Motor

Frank W. Warrington has been appointed general sales manager of the Denby Motor Truck Company, Detroit, Mich. Mr. Warrington was formerly with this organization, leaving in 1920 to become general sales manager of the Defiance Motor Truck Company; Defiance, O., and subsequently, in 1922, joining the Republic Truck Sales Corporation, Alma, Mich., as manager of branches. He also was at one time with the Maxwell Motor Company.

## New Food Products Account with Snitzler-Warner

The Republic Food Products Company Chicago, manufacturer of "Red Seal" prepared meats, has placed its advertising account with the Snitzler-Warner Company, Chicago advertising agency. Newspapers will be used for this account.

**Hupmobile**  
Dependability  
Economy-Long

Advertising should  
do more than capi-  
talize an existing  
preference. It  
should create pref-  
erences.

**Interstate Highways  
Service Company**

CHICAGO  
ILLINOIS

**INTERSTATE  
HIGHWAYS  
SERVICE CO.  
CHICAGO**

# Are any of your dealers

## We Offer You An Experienced Service

### *Automobiles*

Chandler  
Jordan  
Packard  
Peerless  
Winton  
Graham Brothers Trucks

### *Automobile Accessories*

Westinghouse Batteries  
Firestone Rims  
Firestone Tires  
Miller Tires  
Pennsylvania Vac. Cup Tires  
Oldfield Tires  
Westinghouse Air Springs

### *Electrical Appliances*

National Mazda Lamps  
Duplexalite Fixtures  
North Electric  
Stromberg-Carlson  
Westinghouse Electric & Mfg. Co.

### *Building and Construction*

Marion Steam Shovels  
Consolidated-Expanded Metal Co.  
The General Fireproofing Co.  
Pittsburg Water Heaters

### *Machinery and Industrial Equipment*

Brown Hoist  
Cletrac Industrial Tractors  
The Ingersoll Milling Machine Co.  
The Lanston Monotype Co.  
McKinney One-Man Trucks  
The Parkersburg Rig & Reel Co.  
Timken Roller Bearings

### *Wearing Apparel*

H. Black Co.—Wooltex  
Printz-Biederman—Printzess  
Kaynee Washtoga

### *Farm Equipment*

The Delco Light Co.  
Cletrac Farm Tractors  
Goulds Pumps

### *Paints—Oils and Chemicals*

Ripolin  
G. F. Technical Paints  
The Glidden Co.  
Pittsburgh Plate Glass

### *Instruments, Professional and Scientific*

The Cleveland Dental Mfg. Co.  
Conklin Pens and Pencils  
Seneca Cameras  
Standard Optical Co.

### *Hardware, Tools, etc.*

Herbrand Tools  
Cleveland Twist Drills  
McKinney Hardware  
Osborn Brushes

### *Office and Store Equipment*

Art Metal Steel Furniture  
Autocall  
G. F. Steel Furniture  
Toledo Metal Furniture  
Todd Protectograph  
Wales Adding Machines

### *Household Fixtures and Furnishings*

Griswold Cooking Utensils  
Jewett Refrigerators  
Macbeth-Evans Glass Ware  
The Michigan Stove Co.  
New Process Stoves  
The Plate Glass Mfrs Ass'n  
Reliable Stoves  
Reznor Gas Heaters

*The*

*For twenty-eight years  
helping manufacturers  
increase their sales*

# s "dead on their feet?"

Do you want to jolt them into action?  
Then *force* the issue. *Make* them get out and sell.

Do you want to clean out a lot of present dealers and take on new ones? Or go out and sign up *more*?

All these things have been done, many times, by Corday & Gross Direct Advertising. It is the go-getter of present day selling.

If you want the sales of your company increased, built up, speeded up—

You will find food for thought in the 56-page book, PROMOTING SALES — sent free to responsible sales executives of established manufacturing businesses

e **Corday & Gross Co.**  
EFFECTIVE DIRECT ADVERTISING  
**Cleveland**



## *Broadsides that make the strongest appeal*

**W**ITH Foldwell's specially prepared surface your broadsides can be made exceedingly beautiful. And with Foldwell's unusual durability, your broadsides will remain beautiful.

They will fold neatly—as broadsides should. They will travel. And at the end of their journey they will greet your prospects, *fresh and unbroken*—ready for work—not a drone in the lot.

Broadsides of this character are the source of infinite satisfaction. You can be sure of such satisfaction every time you specify Foldwell.

### **Get This Attractive, Specimen Broadside**

Our latest printed specimen, "This Broadside Proves That," shows what a broadside should be from the standpoint of protection to its attractiveness. It is yours for the asking.

Folding Coated Book   Folding Coated Cover   Folding Coated Writing

**CHICAGO PAPER COMPANY, Manufacturers**  
Desk 5, 810 So. Wells Street, Chicago. Nationally Distributed

**Foldwell**  
MADE IN U.S.A.

**FOR ALL KINDS OF FINE PRINTING**



# Putting Persuasive Power into a Questionnaire

Getting Copy-making Results from a Question Sheet Depends upon How the Questions Are Put

By Reginald Perry

IN order to obtain advertising material for use in connection with installation photographs, a common practice among advertisers of engineering equipment is to submit questionnaires to the superintendents or foremen in charge of the work where the product is installed. This has been found to be as satisfactory a method of securing the necessary information as any, with the exception perhaps of personal interviews, which are not always possible.

Usually the questionnaire is submitted by the photographer at the time the picture is taken. The work of obtaining photographs adequately illustrating the equipment in operation is seldom troublesome; but securing worthwhile information by means of the questionnaire is not nearly so certain.

Herein lies a problem! What is going to be the reaction of a foreman, for instance, when a large sheet of paper covered with a mass of type-written questions is shoved under his nose? Nine chances out of ten he is a real enthusiast about his work and the equipment the advertiser has installed for the use of his men; but expressing his enthusiasm in writing is not in his line. He was not hired to do this sort of thing. Think of his feelings as he mops the machine oil or coal dust—both—from his hands and scans the document.

It is hardly fair to expect him to say anything in the replies he writes down which he does not feel called upon to say. Obviously a lot depends upon the persuasive power of the questionnaire—whether or not the answers are going to be of much value as advertising material.

How to get the best results

from a questionnaire of this nature, is a matter which has received very little attention. Recently thought has been given the subject, and there has been a marked improvement in results. What has been learned about the better planning of a question sheet may be set down as follows:

In the first place, the general appearance of a questionnaire, just as the appearance of an advertisement, has been found to make a difference in the results obtained. Plenty of white space between questions should be left, even though the questions must run over into two or three pages. This makes each question easier to read, gives it more significance and suggests greater length to the replies.

## AVOIDING THE "YES" AND "NO" ANSWERS

The questions themselves should be stated, so far as possible, in conversational language. They should be simple and clear; and should be phrased so as to avoid the possibility of "yes" or "no" answers. For example:

Suppose the data sheet asks the question: "Is this machine efficient?" Even though enough space may be left on the paper for a fifty-word reply, the chances are that the answer will be couched in the single word, "yes." And "yes" in answer to this question does not make inspiring advertising copy. But why should a man busy with the operation of a factory, power house or colliery, and with nothing more than a hazy idea of the purpose and importance of the questionnaire, bother his head with a more expansive reply? To him no higher flights of composition seem to have been called for.

Absurdly inadequate as the





# ETHRIDGE

## The Best In Advertising Illustration

The ETHRIDGE Company's Art Staff is the largest in New York City, and includes specialist in all branches of illustration, such as

Character Studies  
Landscapes  
Decorative  
Poster  
Retouching

Figures  
Lettering  
Cartooning  
Fashions  
Mechanical

COMPETENT ARTISTS are employed for every medium of illustration, such as

Pen and Ink  
Charcoal  
Oil  
Crayon  
Ross Board  
Etching

Wash  
Water Color  
Pastel  
Dry Brush  
Pencil  
Modeling

Phone, write or wire and our representative will respond immediately. Better still, call and look us over. A cordial welcome awaits you.

### ETHRIDGE COMPANY

25 East 26th Street, New York City

(Phones: Mad. Sq. 7690-1-2-3-4)

203 S. Dearborn Street, Chicago, Ill.



(Q) Before installing the Automatic Refrigerating Plant where did your ice come from?

(A) Harlan, Kentucky.

(Q) Say something about the difficulties you were up against.

(A) We couldn't get ice when we needed it and when we did get it there was too much loss due to melting; therefore we were forced to charge our customers too high a price for it. We now sell it at eighty cents a hundred pounds.

(Q) If you bought your ice from an outside company, why did you not continue to do so?

(A) Could not make any money on it, at the same time gouging our customers. Was not a satisfactory way to handle the business.

(Q) What obstacles were overcome by installing the "Automatic"?

(A) We are able to keep fresh meat for our customers all the time without any loss. We have ice at all times. Could not get along without the plant.

(Q) What can you say about the "Automatic" method of storing food?

(A) It is the only way for us.

(Q) What can you say about increased sales on perishable foods?

(A) Our sales have increased 50 per cent.

Notice how "yes" or "no" answers are prevented throughout and how abandon is encouraged by a conversational tone. The questionnaire, abbreviated for the sake of space, was reproduced in one of the advertisements appearing in the campaign.

Material of inestimable value is being obtained by the Central Foundry Company, of New York City, maker of Universal Cast Iron Pipe, by submitting a question sheet through photographers in different parts of the country.

Though Universal Cast Iron Pipe is higher in initial cost than most piping, it can be laid and relaid more quickly and with less labor. To join the ends no calking is necessary. One man can bolt the ends together with a wrench. The hub and spigot ends are machined on a taper assuring waterproof tightness to the joint.

Here are some of the questions in the data sheet and the replies filled in by an Alabama mine:

(Q) Say something about the length of time it took to install it.

(A) About four hours for 500 feet (installed for pumping water out of the mine) and three hours for 300 feet (installed for pumping water away from washer).

(Q) Can you give an approximate estimate of the time to lay each six-foot length?

(A) About four minutes.

(Q) How many men did you employ to install it?

(A) Three.

(Q) How does the Universal Pipe compare with other pipes you have used in time and labor to lay and relay it?

(A) Installed in about half the time and at about half the expense.

(Q) How does Universal Pipe compare in durability?

(A) Lasts about twice as long.

(Q) How does it compare in ultimate cost?

(A) I haven't the exact figures, but will say that the last Universal Pipe would be about one-half or two-thirds the cost of wrought iron pipe. This includes purchase pipe and installing.

Good use was made of the material secured through this question sheet. The layout embodied a striking photograph of the piping installed and the headline, "Less than two-thirds the ultimate cost and installed in one-half the time!" The text covers the particulars, quoting at length the replies of the superintendent to whom the questionnaire was submitted.

## Ocean City Advertises to the Family

As a rule, summer resort advertising features in superlatives some special advantages of scenery, comfort or service. A contrast is provided in the current newspaper campaign of Ocean City, N. J. White space and the simple slogan, "The World's Greatest Family Resort," are depended upon to reach prospective vacationists. To the man who foots the bills for the annual outing, the family appeal may suggest much.

## Joins Smith & Ferris

W. R. Gayner has joined the staff of Smith & Ferris, Los Angeles advertising agency. Mr. Gayner was formerly with Foster & Kleiser, outdoor advertising, and more recently with the advertising department of the Los Angeles Times.

## To Advertise Minnesota for New Settlers

Bankers and real estate men of Ortonville, Minn., recently held the first meeting in a state-wide campaign to induce new settlers to come to Minnesota. County realty associations are to be organized throughout the State and an advertising fund has been started.

## "Hardware Dealers' Magazine" to Change Size

Hardware Dealers' Magazine, New York, commencing with the June issue, will change its size to 8½ inches by 11½ inches.



## Choosing the servants

**I**T'S always been a woman's responsibility. But in these days of "electric servants" the housewife needs something besides feminine intuition to guide her choice.

Probably no one in this country is better fitted to tell her what she needs to know than Professor Eustace Vivian Floyd of the Kansas State Agricultural College—author of the fourth article in *Modern Priscilla's* Better Buying Campaign.

And we think the fact that over 600,000 homemakers read our publication because it contains such editorial material as this series of articles on Better Buying offers food for thought to manufacturers of household utilities — and to their advertising agents.

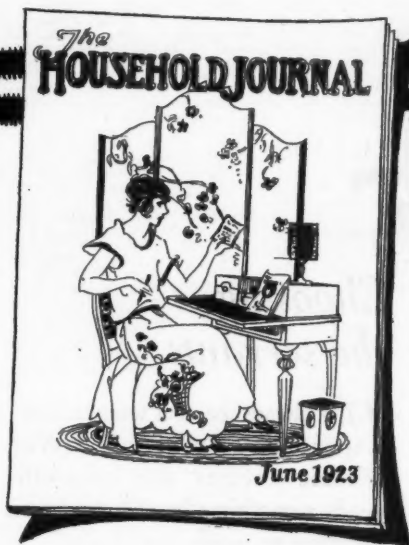
## MODERN PRISCILLA

*The Trade Paper of the Home*

New York

BOSTON

Chicago



\$25,000 just invested in "Last Word" mailing equipment to insure prompt and safe delivery of magazine to subscribers.

**REPRESENTATIVES:**

Chicago Office  
Rhodes & Lelsenring, Mgrs.  
2003 Harris Trust Bldg.  
Central 937

St. Louis Office  
R. M. Saylor, Mgr.  
Century Bldg.

New York Office  
A. H. Greener, Mgr.  
116 W. 39th St.  
Room 1030

**700,000**  
**Paid in Advance**  
**all mail Subscribers**  
**\$2.60 a Line**

**Effective**  
**Sept. 1st.**  
**1923**

*The*  
**HOUSEHOLD JOURNAL**

Batavia, Illinois

IRA E. SEYMOUR, Advertising Manager

## Why Take a Chance, for Even a Day, That Your Advertisement Will Be Forgotten?

"Psychologists like Scott, James, Adams, Ebbinghaus and others tell us that memory is a fragile instrument. Eliminating generalities, they have proven scientifically that within twenty-four hours after the mind has received a definite impression, twenty-five persons out of every one hundred have forgotten it—that in two days, more than half of the hundred have forgotten, and that in four days, less than one-fourth of the hundred people can remember the impression received."—Detroit Free Press, March 5.

POSTER ADVERTISING is the one medium which gives the advertiser continuous publicity every day in every way for a full month at the lowest cost.

These posters (12x25 feet with margin and moulding) showing your product and name large and in colors, are distributed scientifically so as to reach everyone everywhere at all times.

People buy that which they know best.

Posters make your product known best.

*Fill out and mail the coupon below.*

**GEORGE ENOS THROOP**

**GEORGE ENOS THROOP, Inc.,**  
6 No. Michigan Ave., Chicago, Ill.

Gentlemen:—.....1923

Please furnish, without obligation, further information relative to poster advertising as follows:

.....

Also estimate in the following cities:

.....

.....

Yours truly,

Name .....

Firm .....

Address .....

**GEORGE ENOS THROOP, Incorporated**

CHICAGO

NEW YORK

DETROIT

LOUISVILLE

**We Post from Coast to Coast**



# A Dealer's Appreciation of Advertising Co-operation from the Manufacturer

Some of the Helpful Things That Have Been Done and Some That Have Been Left Undone Are Herein Considered

By Arthur H. Van Voris

MUCH water will flow beneath the bridge before a complete understanding is arrived at between the dealer and the manufacturer, on the subject of advertising co-operation.

It appears to all investigators that thousands of good advertising dollars are wasted annually, for the very simple reason that there is too wide a gap between the viewpoint of these two individuals, who are both working toward the same end, namely, to sell more goods.

An ideal situation might perhaps arise if the manufacturer could secure the services of a retail dealer who had evidenced a peculiar aptitude for the preparation of dealer sales helps; this, however, is not practical and is by no means easy to work out for every manufacturer.

From the dealer's viewpoint, the next best thing might appear to be a careful investigation of the dealer field, by one versed in this endeavor, from the manufacturer's own sales promotion or advertising department.

Again, this is not particularly easy to do, since the average dealer is a busy individual and such time as he might be able to devote to the manufacturer's representative would often be insufficient to cover the ground in any worth-while manner.

Indeed, the proposition seems a serious one for both parties of the venture. As a dealer, it is my privilege to express some of my ideas on this subject.

One of the vital factors for every dealer is his advertising, and of this manifold subject, the first which comes to our attention is newspaper advertising.

Manufacturers who maintain an

elaborate advertising department and who spend thousands of dollars each year in national publicity may often be inclined to feel that the local advertising of the average dealer is futile and almost insignificant.

Some dealers are careless, indifferent and shiftless in their newspaper advertising; to illustrate this to an extreme, I recall a case in which a dealer featured a seasonable product of use only during a certain three or four weeks of the year. Instead of withdrawing his copy from the local paper, he ran it for four consecutive months after the product had been laid aside in the store until another season. This was, indeed, futile and wasteful advertising, but this dealer is by no means average.

## DEALERS KNOW WHERE THEY ARE WEAK

It is our contention that the average dealer is not only willing, but he is glad to avail himself of advertising service to help out in his local newspaper work.

Often he is neither capable nor fitted for writing his own advertisements in a way to attract favorable attention. He is a many-sided individual in his own store, often being called upon to act as salesman, bookkeeper, stock clerk, delivery-man and store advertiser at the same time.

Here is where the service department of the manufacturer comes in for some good, practical work, by offering the retailer made-up electros of the merchandise in question; we believe that this electro service should be sufficiently comprehensive to cover single electros of the product in one column size and likewise a

made-up electro, with illustration and copy in one-, two- and three-column widths, to allow him to select the size most suitable for his local needs.

With these ready-prepared advertisements at hand, he is not compelled to turn a mental back-flip in order to bring forth some of those catchy phrases he knows do not exist in the back of his own head and yet he has a feeling that this is just what he wants to tell his customers. The prepared electro is the very thing for this dealer—for the average dealer, if you please.

Electros of the product in single-column size are furnished by a number of manufacturers. In a recent three-column newspaper advertisement we inserted, illustrated with an axe and a draw saw machine, the electros were supplied by the Winchester-Simmons Company and the John Deere Plow Company, respectively. We were glad to use these since they permitted writing our own copy around them.

Let us now turn to another important feature of advertising, which is of real use to the dealer—window display.

In our store we have long since established a practice which is far from universal among dealers, that of saving all worthwhile window display material for future use.

This practice came rather forcibly to my attention not long since, when, in connection with the receipt of a small award in a dealer window contest conducted by a well-known manufacturer, the advertising manager of this concern wrote a personal letter of some length, in which he commented on the amount of previously issued display material which had been used by us, in addition to that sent out for the contest trim.

If manufacturers could in some way be assured that their expensive cut-outs, window cards and other lithograph material would be used, and then used again, by the dealer, we feel that they would be able to make a greater effort along this line.

One method that is helpful in this connection is to show, by picture, exactly how the display should look in the window.

The Ohio Varnish Company uses an interesting plan. Its displays are mailed in a large manila envelope. On the outside of the envelope, instead of the ordinary shipping label, is a label that covers practically the entire envelope. The lower centre portion of the label contains space for the insertion of the name and address of the dealer to whom the display is being mailed. The remainder of the label is a picture of the trim as it appears when correctly pasted on the window.

Contests tell manufacturers that the dealer entrants are using contest display material in featuring the product locally in their windows; but how much better it would be, if manufacturers could instruct dealers to make use of this material *more than once*. In our case, we may have more than average storage room for displays with three stories to our store building. Sometimes lack of storage space absolutely prevents an accumulation such as we suggest.

#### ASK DEALER TO SPECIFY MATERIAL HE WILL USE

We believe that the manufacturer will receive best results from window display material if he announces just what he has in advance of sending it to the dealer, perhaps including in his letter of announcement, a return post card, requesting the dealer to check off what is useful to him and at the same time, asking him to state that he will really use it. We do not think that the display material which has a cost charge connected with it will ever become very popular with the average dealer, despite the application of this theory by certain prominent concerns. This does not mean that the average dealer cannot see the advantage of subscribing to a continuous seasonal panel insert service, for we have found excellent use for such material which comes to us each quarter from a prominent concern in our field of hardware and sporting goods. The

No. 1  
In the  
Strathmore Town  
Series



Illustrations by GEORGE J. ILLIAN

## TO SELL A MAN

—use pictures that are partly Strathmore



Pictures are what sell personal effects to a man. Pictures that say to him: Here is correctness.

Every page of your direct-mail advertising should be made such a picture. The right illustrations will help. Also, the right type arrangements. But, to say correctness in a tone that *sells*, a quality paper must be part of that picture.

A concrete example of how to plan direct advertising to men will be mailed during May. It is a booklet-folder issued by an imaginary advertiser, the Strathmore Men's Shop.

If not on our mailing list, write to STRATHMORE PAPER COMPANY, Mittineague, Mass.

# STRATHMORE

## EXPRESSIVE PAPERS

same applies to an electro service, if it be general enough in scope.

The Winchester-Simmons Company furnishes a service of this type to all Winchester dealers who subscribe to it. The charge is very reasonable. The service includes quarterly shipments of display panels, covering seasonable products for each week of the year, for mounting in a special window background consisting of a folding wood frame. Special window cards are also supplied to be inserted in the large panels of the display. In addition the service takes in sales bulletins and a profuse supply of electros. Incidentally, we have some 2,000 electros, properly labeled and filed for ready use.

The final item of advertising co-operation between manufacturer and dealer which we will touch upon is that one which the dealer can use in direct advertising—dealer booklets.

Your average dealer of today has a tremendous possibility in store for him in this kind of sales help, if it be rightly prepared.

The booklets I have reference to are of the sort distributed by Sherwin-Williams, Yale & Towne, Westclox, Oneida Community, Plymouth Cordage Company, and others I could mention. These are all printed on good stock, well illustrated and written in an appealing fashion. We have used all of them and secured good results. It may interest manufacturers to know that we prefer booklets to be imprinted.

Because of a very keen interest in this part of the co-operation between the manufacturer, we have given much study to the copy of booklets. It is always a pleasure to find a booklet that brings out the very features which seem so essential to the right kind of dealer booklet or folder.

On this subject, first of all, may we suggest the kind of booklet which is not useful, and although distributed, is often not used by the dealer?

We refer to the over-technical, non-interesting document which belongs in the archives of a dead past of sales literature. It is

generally issued on cheap paper stock, cut to a size unsuitable for use by the dealer in his business envelopes.

There is a description of the article in question—such a would-be description as includes only its size, height, width, number of articles to the carton, weight, and so on, but not one single word of real human interest or appeal for the consumer, the natural prospect of the dealer.

Still, this is frequently broadcasted by the thousands of pieces and the dealer is supposed to use it in his mailing lists, over the counter, direct house-to-house distribution, with statements, with parcels, etc.

Dead loss is the only name for it, to manufacturer and to dealer; that's the pity of it.

#### THE RIGHT TYPE OF BOOKLET

On the other side is the good dealer booklet, which most average dealers are constantly looking for, to put to the very uses just suggested. Such a booklet should be got out on good stock and it should be of suitable size for the ordinary business envelope.

As to illustration, we like to see a picture of the article, on the cover of the booklet and interspersed through the copy, further illustrations of the article in use, whenever this is practical.

This tells a story to the prospect in itself and creates an interest and a desire on his part.

As to copy, the semi-narrative style seems to have the strongest appeal; for instance, often a little human-interest story will have its effect of placing the prospect in the very situation sought for. He sees the need or the desire for that article as in no other way, and often a sale results.

This sale comes to the dealer; but for every dealer sale, it is to be remembered that the manufacturer has made one too, so both profit from the results of the good dealer booklet which brings home the bacon.

In seeking sales literature of this sort, it too frequently appears that many manufacturers lose

(Continued on page 141)

# ADVERTISING

## *Persistence*

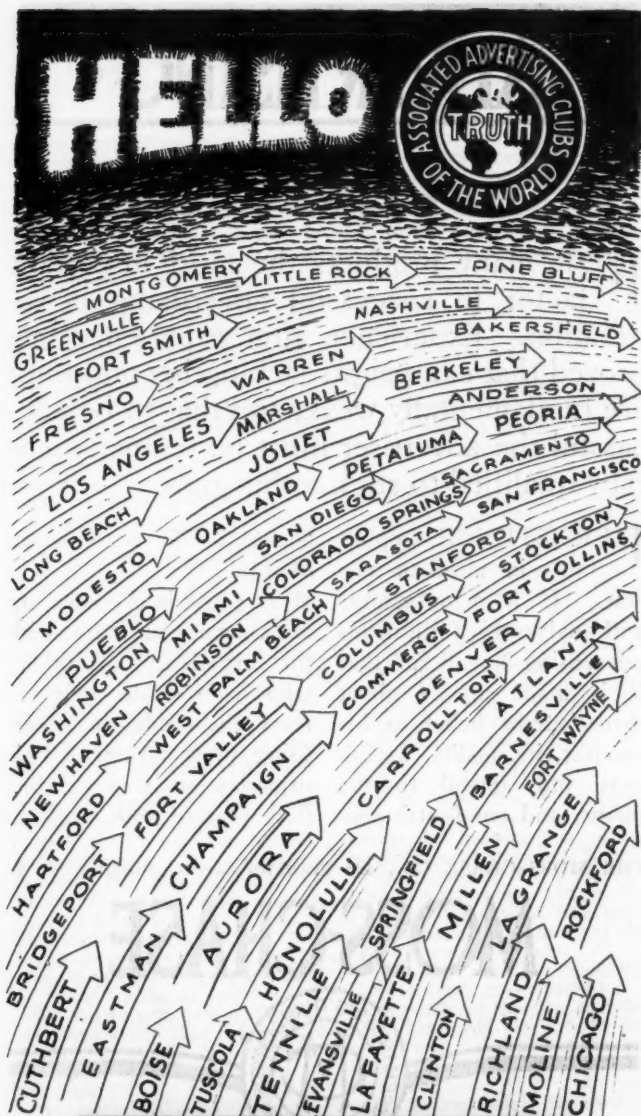
FOR many products the most important factor in successful advertising is reiteration. Experience after experience has proved that campaigns lacking in continuity are fundamentally weak, and that to be successful the advertiser must be temperamentally qualified to stick to his guns.

**PERSISTENCE** implies faith in ultimate success. If a manufacturer will analyze his faith in his advertising he will find that it is made up of about three-fourths belief in his product, its quality, usefulness and appeal to the public, and one-fourth confidence in his presentation of it. It is possible to back up one's own confidence with the experience of others who have made their careers the study of advertising presentations. This organization is in its thirtieth year of such work.

THE MOSS-CHASE CO., 425 Franklin Street, Buffalo, N. Y.

# MOSS-CHASE

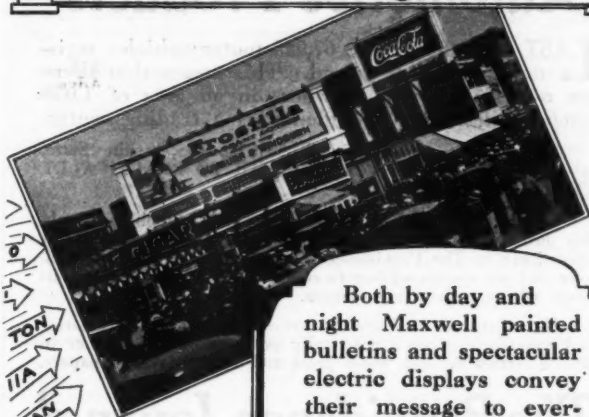




**The R.C. Maxwell Co. Atlantic City N.J.**

*(Watch for this imprint in Atlantic City)*

ASSOCIATED  
ADVERTISING CLUBS  
of the WORLD  
ATLANTIC CITY June 3<sup>rd</sup>-7<sup>th</sup>



Both by day and night Maxwell painted bulletins and spectacular electric displays convey their message to ever-shifting multitudes.

At a moderate cost, they reinforce in a pleasantly forceful manner the power of any advertising methods you are now using.

*Maxwell  
Displays of  
Pleasant Persistence*

HORLICK'S  
MALTED  
MILK

HORLICK'S

MALTED

MILK

*The R.C. Maxwell Co. Atlantic City N.J.*

*(Watch for this imprint in Atlantic City)*



# **Rhode Island**

## **As a Market for**

### **Automotive Products**

**L**AST year there were 67,925 motor vehicles registered in Rhode Island. This means that there are over 67,000 motor owners in an area of 1,050 square miles, with Providence as a trading center.

There are approximately 137,000 families in the State, or **AN AVERAGE OF A MOTOR CAR TO PRACTICALLY EVERY OTHER FAMILY.**

200 accessory and supply dealers and 4 jobbers supply this productive market. These dealers know the value of advertising in *The Providence Journal* and *The Evening Bulletin* and are always willing to co-operate with National Advertisers who use these newspapers.

Manufacturers and distributors of Automobile accessories and supplies can reach practically every automobile owner in Rhode Island through these great and influential newspapers.

## **The Providence Journal**

(MORNING AND SUNDAY)

AND

## **The Evening Bulletin**

because of their great reader influence, are most effective advertising mediums. There are few worth while homes in the State where one or the other is not read.

National advertisers may now buy space in the weekday issues of *The Providence Journal* and *The Evening Bulletin* at a special combination rate, enabling them to cover this prosperous community at the least possible cost.

### **Providence Journal Company**

**Providence, R. I.**

Representatives

**CHAS. H. EDDY CO.**

**BOSTON**

**NEW YORK**

**CHICAGO**

**R. J. BIDWELL CO.**

**San Francisco**

**Los Angeles**



sight of their dealer friends, from the fact that their own books are scheduled far ahead with dealer or jobber orders.

Such a condition does not necessarily signify that the individual dealers are having the same easy holiday of selling this product, and herein lies an important fact for the manufacturer to put in his pipe and smoke, long and thoughtfully.

This, in a nutshell, is a cursory glance over the manufacturer-dealer sales help proposition, from the angle of one lone dealer who feels very keenly on the topic. Only the high spots have been touched but they are spots which reach to the skies in possibilities connected with them.

### Advertises Hub-Cap Identification of Baby Carriages

THE consumer will not countenance the ugliness of a manufacturer's conspicuously placed identification mark. Especially is this true of household articles. The usual flagrant exception to the rule appears in the automobile industry. Even there, however, it is noted that the owner often goes to great pains to disguise the well-known "flivver."

The Heywood-Wakefield Company, Boston, has been making baby carriages for ninety-seven years. Smaller manufacturers consistently copied its designs. The result, of course, was loss of business and misleading of consumers who might ask but did not always get the Heywood-Wakefield article. This was a serious matter as the company felt it was making, as it advertises, a carriage scientifically "built to fit the baby," a protection against cramping positions, harmful jolts, drafts and dust, and withal light and dependable, of comfort to both mother and child.

A record of quality for nearly a century made the designers particularly anxious to succeed in finding an acceptable marking.

The beauty of the article could not be marred without incurring consumer objection. For that reason it was agreed that the solution of the problem necessarily had to be a constructive feature—a part of the actual product—not only identifying but adding to the appearance of the carriage.

The adoption of the hub-cap marking which is now being featured in a newspaper campaign covering seventy-one cities, is considered the answer. The new Heywood-Wakefield line of baby carriages has wheels with nickel-plated hub-caps with a centre indentation three-quarters of an inch in diameter. Here, the gold letters "H-W" appear on a field of red.

"A Quality Seal on Every Wheel" is the slogan used in all newspaper advertising and printed matter so as to familiarize dealers and consumers with the new method of identifying the old-established line.

Dealers are being urged to tie up with the Heywood-Wakefield campaign and thus let the consumer know where the article can be bought. Prepared matter in mat or electrotype form is being furnished the dealers; also, a seven-color window trim featuring the dealer's store as headquarters of the baby carriages with "A Quality Seal on Every Wheel," and motion-picture slides, window stickers and mailing folders.

### F. C. Merton Joins Staff of The Faithorn Company

Frederick C. Merton has joined the sales staff of The Faithorn Company, engravers, printers and catalogue makers, Chicago. Mr. Merton was formerly with Lord & Thomas and Henri, Hurst & McDonald, Chicago advertising agencies, and more recently was with The J. L. Fulton Company, typographers, also of that city.

### Has Packaged Embroidery Goods Account

The Pacific Embroidery Company, manufacturer of packaged embroidery goods, San Francisco, has placed its account with Emil Brisacher & Staff, advertising agency of that city. Business papers and magazines will be used.

# Sales Co-operation with Direct-Mail Advertising

Some Fundamental Facts That the Phoenix Mutual Life Insurance Company of Hartford Has Learned from a Plan Calling for Co-ordination of Direct-Mail Advertising and of Sales Plans

By Leon A. Soper

Manager of Sales Promotion, Phoenix Mutual Life Insurance Co.

**S**UPPOSE, in selling your business to a prospective salesman, you could say that every week you assembled an audience of about 2,000 people to whom you presented an outline of the advantages of your proposition. And more than that—suppose you could say that you were successful in influencing 600 of the audience to remain for a discussion of the finer points of value in the article to be sold. And then suppose you could say also that this after-meeting was turned over to your sales organization, with each interested person brought into direct contact with a salesman, who was able, because of this arrangement, to close 12 per cent of the interested inquirers.

This ought to make a distinctly favorable impression on the man who contemplates joining your sales organization, oughtn't it?

This is practically the situation that may be created in any well-worked-out plan of sales co-operation through direct-mail advertising.

The audience referred to is formed by considering each person who receives a sales message through the mails as one unit in the big audience of 2,000 or whatever the number of mailing pieces sent out each week. The people remaining for further information are those who return the inquiry cards inclosed with the sales message. Take the Phoenix Mutual Life Insurance Company as an example.

Its average experience is that 30 to 35 per cent return inquiry cards. At this point its salesmen are turned loose on "those who

remained for the *after* meeting," and 12 per cent of the inquiring prospects are closed.

In making a special study of 12,517 letters mailed during a sales contest in October, 1921, this company found that inquiries averaged 36.1 per cent, and that at the end of twelve months of exposure to selling effort, \$1,430,872 of life insurance sales (paid-for basis) had been developed from the 4,507 inquiries received.

## WHAT THE TOTAL COST HAS BEEN TO THE COMPANY

The total cost of this direct-mail campaign was less than 6 per cent of the first year premiums received, and of course, if subsequent renewal premiums were included the cost in relation to the premium income would be very insignificant.

It was able to show its salesmen, from this study, that every name they submitted (the names submitted under its plan are always selected by the salesman) was worth good money to them, the commission value of each inquiry being approximately \$6. In other words, those in the first audience who became interested in the first presentation of the company's proposition and remained for further particulars, represented sales possibilities good for about \$27,000 in commissions.

This plan may be applied to any reasonably well trained sales organization, and works successfully if the "sales co-operation" idea is carefully developed.

"Sales co-operation," as the Phoenix company conducts it, includes an agreement on the part of all men using the plan to make a weekly report of their follow-up

From an address before the Publicity Club of Springfield, Mass.

# **THE ERICKSON COMPANY**

*Advertising*

**381 FOURTH AVENUE, NEW YORK**



*If you want to know about our work, watch  
the advertising of the following products:*

BON AMI

CONGOLEUM RUGS

VALSPAR VARNISH

INTERWOVEN SOCKS

GRINNELL SPRINKLERS

WELLSWORTH GLASSES

MCCUTCHEON LINENS

PETER SCHUYLER CIGARS

TARVIA

WALLACE SILVER

ENCORE PICTURES

NEW-SKIN

WESTINGHOUSE AIR SPRINGS

"QUEEN-MAKE" WASH DRESSES

BARRETT ROOFINGS

*What we've done for others we can do for you.*

work. This is a mighty important part of the plan.

Every salesman desiring to co-operate under this plan "signs up" an application for membership in the "Efficiency Staff." Every new man entering the organization is allowed 100 sales letters per month during his first three months with the company. He is taught how to select good names in a sales training school conducted at the company's home office, from which every man entering the organization is required to graduate. The number of letters at his disposal after the first three months is determined by the amount of his monthly sales.

This schedule of "sales service," as it is called, is arranged so that the new salesman receives a much larger share of the selling aid. The average experience is that the new man produces about half of his first-year sales from the company's "service lead" plan, a goodly share of the remaining half being developed from the indirect results of "follow-up" work on inquiry cards; that is, the friends, relatives or business associates of the inquirer.

Last year \$7,200,000 of live insurance was traced directly to inquiries, and the company expects to run well ahead of this figure in 1923.

Experience has shown the Phoenix that it must pay the return postage on its inquiries, the returns being practically doubled by this process. Furthermore, it has learned that the returns from letters addressed to women are increased approximately 25 per cent by using tinted stationery with blue embossed letter heads. Its letter to men is on white high-grade linen finished stock, with black embossed letter head. This experience and the conclusion apply, of course, to this business. Entirely different results might be experienced in another line.

#### Senator Ferris Addresses Cleveland Ad Club

Senator Woodbridge N. Ferris was the principal speaker at the regular weekly luncheon meeting of the Cleveland Advertising Club on May 9.

#### Advertising Will Educate Trade to Improved Product

Educating the trade to an old product manufactured under a new process is the present aim of the advertising of The Cleveland Twist Drill Company, Cleveland, O. The company recently was granted the trade-marked name of Cle-Forge for its high-speed drills which are manufactured under a new process. It has not yet completed plans for the advertising of the new drill, but P. C. Handerson, of the company, informs PRINTERS' INK that "inasmuch as we are discontinuing our old high-speed drills and manufacturing practically all high-speed drills by the Cle-Forge Process, this change will be more a diverting of our trade to the new drill rather than an introduction of a new drill to the trade. We will, undoubtedly, use practically the same list that we are using at the present time as we do not expect to stress this particular item unduly."

#### Stewart-Warner Earnings for Quarter Large

The Stewart-Warner Speedometer Corporation, Chicago, "Stewart" speedometers, vacuum systems, auto guards, searchlights, and signals, reports earnings of \$2,072,400 in the first quarter of the current year as compared with \$516,400 in the same period of last year.

#### E. T. Freeman Joins Staff of St. Louis Printer

The Con P. Curran Printing Company, of St. Louis, has added to its merchandising and selling staff E. T. Freeman. He previously had been sales manager for Armour & Company, at Boston.

#### Publisher on Immigration Investigation Work

Morris Weinberg, publisher of *The Day*, New York Jewish newspaper, is now in Europe as a representative of the United States Government. He is conducting an investigation of immigration problems.

#### H. C. Hopkins with Westgate Products Company

The Westgate Products Company, San Francisco manufacturer of electric cookers, has added H. C. Hopkins to its staff as advertising manager. He previously had been associated with Dolman & Hopkins, advertising agency of that city.

#### "Onyx" Hosiery, Inc., Reports Profit

"Onyx" Hosiery, Inc., New York, recently listed on the New York Stock Exchange, reports net sales of \$19,754,278, and a net profit of \$1,906,807 after Federal taxes, for 1922.

# LEADERSHIP

**In Syracuse, N. Y., was not won for  
THE SYRACUSE HERALD  
as a result of chance**

The Herald leads in advertising activities because of its concentrated circulation, because of its superior quality of publication, and because of the quality and buying power of its readers. These things are not created over night, and is a logical result of a continued policy of the Herald to make itself the best "salesman" in the Syracuse newspaper field.

The service department of the Herald is at the disposal of advertisers to assist through sensible means, the meeting of distribution problems.

The Herald is the only A. B. C. paper in Syracuse that showed a gain in circulation for the six months ending March 31.

## *Special Representatives*

**PRUDDEN, KING & PRUDDEN, Inc.**

280 Fifth Avenue  
New York

Globe Building  
Boston

Steger Building  
Chicago

Sharon Building  
San Francisco, California

San Fernando Building  
Los Angeles, California

## THREE-FIFTHS OF ALL OHIO FAMILIES

buy through the small city newspapers read by the 3,501,262 people living in Ohio's smaller cities, villages and farms.

The 48 DAILY NEWSPAPERS comprising the OHIO SELECT LIST deliver the "Cream" of this HOME-buying power to National Advertisers, besides 100% DEALER INFLUENCE AND SELLING COOPERATION.

MODERN NEWSPAPERS  
GIVING MODERN SERVICE



REAL COOPERATION  
TO ADVERTISERS

**OHIO'S  
HOME-BUYING  
POWER**



**1923**

*The Ohio School List*

**Every National Advertiser  
Needs This Book!**

—a complete survey of, and buying guide to Ohio's choicest Home markets and the newspaper contact therewith. Circulations, rates, territories, market and all other necessary information accurately presented—profusely illustrated.

*Send for YOUR copy now to*

**ROBERT E. WARD, Inc.**

NEW YORK  
501 Fifth Ave.

CHICAGO  
5 So. Wabash Ave.

# Agriculturally New England Ranks High

- Largest crop yields per acre.
- Largest percentage of purebred live stock.
- Largest percentage of farms operated by owners.
- First in production of small fruits.
- First in production of potatoes.
- First in agricultural colleges and institutions.
- Third in production of apples.
- Fifth in number of bearing apple trees.
- Ninth in production of hay.
- Yearly income from poultry and eggs is more than 28 millions.
- Monthly dairy check to New England milk producers is more than 5½ millions.
- Special crops—tobacco, onions, maple sugar, cord wood—add to the buying power of New England farmers.
- Best transportation, good roads, with tremendous local markets for everything New England can produce.

These combined factors place New England in the first rank as an agricultural section. They furnish food for thought to every advertiser who can and should do business with these intelligent and worthwhile farm families.

For more than 60 years one farm paper has been edited exclusively for New England farmers and their problems. Today over 66,000 of the best farm homes in New England subscribe to and read **NEW ENGLAND HOMESTEAD** as their favorite farm paper.

The Homestead's advertising columns are read with the same friendly confidence as its editorial pages.

*Let us send you our new booklet,  
"The Key to the New England Farm Market"*



*"Dominant in New England"*

WARREN A. PRIEST, Advertising Manager

PHELPS PUBLISHING COMPANY, Publishers, Springfield, Mass.

Member

Audit Bureau of Circulations  
NEW YORK: 456 Fourth Ave.

Member

Agricultural Publishers Association  
CHICAGO: 5 South Wabash Ave.





# Discovering New Uses for a Product Designed for Only One Purpose

The Moto-Meter Co. Develops a Device for Indicating the Temperature of Airplane Engines and Then Discovers It Also Can Save Cargoes of Perishable Fruits at Sea

IT is frequently the case that after a product has been designed for some particular purpose many other uses for which it can be applied are discovered. These new uses open new markets which are often found at once, but occasionally are never seen until after the original use no longer exists. Necessity then insists upon the development of new fields.

New markets are sometimes found at the manufacturers' very door, but often they may be in peculiar places far removed from the traveled paths of everyday endeavor.

The work of the Moto-Meter Co. in the development of one of the branches of its business is a splendid example of the discovery of new uses for a product.

This company, known as the maker of the Boyce Moto-Meter for automobiles—a device which, when attached to the cap of the radiator, indicates the temperature of the engine—has been active for some time in a field quite foreign to that in which its principal product is sold.

The product which is opening a new sphere of activity for the company is a thermometer which records temperature at a distance.

Possible markets for such an instrument are to be found in various industries. The present method for opening up these markets is by means of advertisements in technical publications and circular letters to trades where possibilities may exist, such as the ice industry, the baking trade, oven and drier manufacturers, the electrical industry, the marine field, etc. Trained salesmen then follow up inquiries. Another feature of the selling plan is the giving out of exclusive sales rights in certain definite industries. At the present time the Westinghouse Electrical

and Manufacturing Company of Pittsburgh has been given the rights for the electrical field and the Luxor Optical Corporation of New York for the retail trade.

The company is also equipping the mechanical engineering laboratories of various universities with these instruments free of charge. This is, of course, only an educational idea, but manufacturers often apply to universities for assistance in solving problems, and the student of today will be the engineer of tomorrow. In this way they will become acquainted with the instrument and its uses.

## CREATED FOR WAR PURPOSES

This new Moto-Meter thermometer was developed during the war. There was no satisfactory method at hand for indicating the temperature of the engine to the pilot of an airplane. The regulation Moto-Meter on the cap of the radiator could not be seen at night. A commission visited the Moto-Meter Company and asked it to try to remove this obstacle to night flying. In six weeks the company developed a thermometer for the recording of temperature at a distance, accurate to within one degree and of simple construction.

When the war was over business in this department dropped. Expensive equipment and crews of highly trained employees were without work. A new outlet had to be found. The industrial field was carefully looked over and many possibilities began to present themselves. Attention was first turned to the electrical industry. There was no device on the market which would indicate the temperature of the windings of a transformer. Learning of this need the company, with the assistance of electrical engineers, developed a type of instrument

which would act as an accurate indicator and produced a device which will render important service in this field.

To illustrate, an electrical test applied to two transformers in the plant of Fayette R. Plumb, Inc., Philadelphia, showed that they were carrying an electrical overload and larger transformers would be necessary. Before the change was made, however, it was suggested that Moto-Meter thermometers be attached to the transformers to determine the temperature of the inside windings. This test showed that they were operating almost cold and therefore well within their load capacity. The temperature test disproved the electrical findings. Transformers in all classes of industry are now being equipped with the Moto-Meter distance type thermometer. This of course was only one use for the instrument. Where else was temperature an important factor, in what other lines of industry could the thermometer be of service?

Ocean-going ships which travel the northern route in the spring are always watchful for the presence of icebergs. The old method of determining the proximity of these monsters of the deep was by means of lowering a bucket over the side of the ship, filling it with seawater and then taking the temperature. Today a Moto-Meter distance type thermometer with the bulb below the water line at the bow and the dial where it can be seen constantly, will show, every minute, the coldness of the sea.

Three degrees variation in temperature will sometimes ruin a whole cargo of perishable fruits, and so the United Fruit Company is placing the Moto-Meter thermometer on the refrigerators of its ships.

When powder is stored on battleships a portion of each lot is placed in what are called "surveillance ovens." Moto-Meter thermometers are now being used on these ovens and are especially equipped with an electrical attachment which rings a gong when the temperature has reached "danger." At a recent manœuvre

of the fleet when a dance was swinging merrily along on the battleship "Tennessee," one of the ovens reached the danger point and the gong sounded, thus preventing a possible explosion.

Air pockets are a constant menace to the aviator. A sudden change in the temperature of the air indicates the proximity of a pocket. A Moto-Meter thermometer with the bulb on the most exposed part of the wings of a plane and the dial placed on the dash so that the pilot can readily note such sudden change in temperature will be a warning to him that an air pocket is near and will be another step in bringing safety to travel in the sky.

Moto-Meter thermometers are being used on the main shaft bearings of United States Navy submarines, on the developing tanks of the producers of motion picture films, on ovens and drying rooms and to record the temperature of the interior of coal piles.

The markets outlined above are but indicators of the possibilities which the Moto-Meter Company is beginning to see for this type of instrument. The company's experience in finding new uses for an article designed for only one purpose may be encouraging to other manufacturers who desire to develop other uses for their products.

### Urges Advertising to Put Small Town on the Map

Advertising as the best means of keeping the small country town from slipping backward was suggested by C. R. Hoffer of the University of Minnesota in a recent talk to Minnesota editors on "The Local Merchant." Many towns of less than a thousand inhabitants can increase their business, population and importance by advertising, he said. "Focus the attention of the public on the good things of the community. Point out transportation facilities; the financial assets, the agricultural conditions and create a closer bond of relationship between the small town and the community it serves," advised Professor Hoffer.

### Joins Staff of Aubrey & Moore

R. F. Field, formerly with the Victor C. Breyspraak Company in Chicago, has joined Aubrey & Moore, Chicago advertising agency. He will be in charge of lay-outs and composition.



## Tennis Racquets in December

A UNIQUE treatment of dealer advertising is represented in this seven page letter, prepared by us for The Dayton Steel Racquet Company.

It induced thousands of dealers to sell tennis racquets in December. One of the dealers prefaced his order with—"Your circular letter just received is the best I have seen in forty years of business."

We have about fifty copies of this letter in our files. It may offer a suggestion to manufacturers selling through the sporting goods, hardware and department store trades. To such manufacturers we will be glad to mail the remaining copies.

*The* GEYER-DAYTON  
ADVERTISING COMPANY  
*Dayton*

# Does It?

*It should. If it is right, it will*

Does your Cost System give you up-to-date costs, not merely history?

Does it aid in stabilizing your wages and piece-work rates?

Does it point out defects in your routing system?

Does it help you maintain a perpetual inventory?

Does it increase your production?

Does it measure your overhead?

Does it detect new overhead expenses?

Does it point out leaks in expense?

Does it encourage your employees?

Does it promote intelligent competition?

Does it point to non-profit paying lines?

Does it permit you to bid safely?

This dozen "does its?" are questions for testing the value of a Cost Accounting System as set down by the experts of the Fabricated Production Department of the Chamber of Commerce of the United States. Most Cost Systems function perfectly along one or more of these requirements. Is your Cost System hitting on all twelve? *It should. If it is right it will.*

Our Cost experts—trained accountants with wide and practical experience in many fields of production are at your service—to check up, or to apply anew Straight Line Methods of Cost Accounting. They are available at all our offices.

## ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

NEW YORK	CHICAGO	CLEVELAND	INDIANAPOLIS	NEW ORLEANS
PHILADELPHIA	MINNEAPOLIS	BUFFALO	TOLEDO	DALLAS
BOSTON	ST. PAUL	PITTSBURGH	ATLANTA	FORT WORTH
PROVIDENCE	ST. LOUIS	DETROIT	RICHMOND	HOUSTON
WASHINGTON	KANSAS CITY	CINCINNATI	BALTIMORE	DENVER

# Simplification of Paint and Varnish —an Augury of Good for Other Industries

How the Government Has Worked with the Paint and Varnish Industry for the Benefit of Manufacturer, Wholesaler, Retailer and Consumer

(Special Washington Correspondence)

ON April 25 the national conference of paint and varnish manufacturers called by Secretary of Commerce Hoover adopted a schedule recommended to the Division of Simplified Practice of the Department of Commerce by all paint interests. This is not only significant as another proof of the constructive work of the department but also indicates the benefits that will accrue to other industries as the work of the division progresses.

There is no doubt that the paint and varnish industry has been handicapped for many years by a needless multiplicity of items and a resulting confusion and duplication. The manufacturers alone, although they have long realized the necessity for simplification, hesitated to make any effort to agree on a basis of standardization, because they felt that any agreement of the kind would be misunderstood as an attempt on their part to restrain trade. But with the assistance of the Government in presenting and recommending a schedule of simplification, and in calling into conference representatives of all branches of the industry, a basis of simplification that is satisfactory to all who are interested in the subject, including the public, was promptly adopted.

The conference was attended by official representatives of the National Paint, Oil and Varnish Association, National Paint Manufacturers' Association, National Retail Hardware Association, National Association of Varnish Manufacturers, Paint Manufacturers of the United States, American Hotel Association, and the National Association of Paint Distributors. They readily agreed

to reduce the prevailing almost unlimited variety of colors, tints and package sizes of the industry to those recommended to the Division of Simplified Practice, making practically no changes in the schedule. The official report of the conference states that it was moved and adopted that:

"One-half gallon cans of all types be discontinued and all sizes smaller than one-half pints except on stains, gold and aluminum paints and household enamels.

"Two and three-pound cans to be eliminated. Pints to be eliminated in house paints, flat wall paints and porch paints.

"All sizes less than gallons to be eliminated for barn and roof paints and shingle stains.

"Shades and tints were limited as follows:

Floor Paints .....	8
House Paints .....	32
Flat Wall Paints.....	16
Enamels .....	10
Porch Paints.....	6
Roof and Barn Paints.....	4
Shingle Stains.....	12
Carriage Paints.....	8
Oil Stains.....	8
Varnish Stains.....	8
Spirit Stains.....	14
(All of the foregoing, exclusive of black and white.)	
Oil Colors.....	32
(Including black, but counting the several shades of a single color as one color.)	
Architectural Varnish (interior and exterior) .....	10
Marine Varnishes .....	4
Miscellaneous .....	28
(Including all not specified above, such as Japan driers, asphaltum, etc.)	

After the conference William A. Durgin, of the Division of Simplified Practice, who represented the department in co-operation with the paint and varnish industry, said that the most important factor of the conference was that all three interests—the manufacturers, distributors and consumers

—were equally represented and that the resolutions were a joint voluntary action.

"During the war," he explained, "all of the members of the paint and varnish industry were prompt in adopting the schedules of the Conservation Committee and in co-operating with the Government in eliminating unnecessary items. But after the armistice was signed, the demand of salesmen for new goods and the tendency of merchandising effort to create diversity merely for its temporary value of attraction soon brought conditions back almost to where they were before the war.

"From the manufacturer's viewpoint the growing number of unnecessary items increased his manufacturing cost and overhead expense. And the needless odd sizes, new tints and specialties, after their first effect of novelty, largely dissipated the great value of concentration of effort in his selling and advertising.

"The jobbers of the country found it necessary to tie up more capital in paint and varnish stocks than they believed the profits on the goods warranted. Their stocks were gradually enlarged by slow-moving items which retarded the rate of their turnover, increased their warehousing and overhead expenses, and were difficult to sell, frequently, after their introduction.

"The retailer, like the jobber, felt obliged to carry many unprofitable items because there was an occasional call for them and because they were carried by his competitors. The slow-moving stock reduced his profits on the goods most in demand, and he was obliged to devote more shelf and stock-room space to paints and varnishes than his volume of business, capital and rate of turnover justified.

"The condition was also confusing to the public. It was difficult, when not impossible, to match colors made by different manufacturers. And the user frequently took a long time to make a small purchase because of the difficulty in selecting what he

wanted for his purpose from such a large and confusing variety of items.

"The fact is that the most insistent demand for simplification came from the distributors of paints and varnishes and not from the manufacturers. The retail hardware dealers, who are the largest retailers of the goods, were most interested in the subject, apparently, and they were strongly supported by the wholesalers.

"Now the manufacturers should benefit by a slightly lowered manufacturing cost, and their merchandising problems will be simplified. Jobbers will find it much easier and more profitable to stock and distribute the goods. And the retailers, with the stock more economical and much easier to handle and display, and with profits increased through more rapid turnover, will, we are sure, push the sale of paints and varnishes more aggressively.

"There is seldom the slightest trouble in getting groups of men, interested in the same lines of business, to agree on the theory and philosophy of a project of this kind. But usually there is great difficulty in getting them to adopt uniform methods and to put into execution specific practices. Therefore, the Division of Simplified Practice is both gratified and encouraged by the constructive results of the conference."

### Ad Legion Ball Has Trade Character Revue

The annual advertising ball and midnight show of the New York Advertising Men's Post, of the American Legion, was held at the Hotel Pennsylvania on May 4. One of the events on the program was a parade of advertising trade-marks in which eighteen well-known advertising characters were represented. The affair was attended by more than twelve hundred people.

### Robert W. Milne Dead

Robert W. Milne, a director of the Forbes Lithograph Manufacturing Company, Chelsea, Mass., since its incorporation in 1875, died at Allston, Mass., on May 2 at the age of seventy-five. Mr. Milne had been with the concern since 1867.

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18<sup>th</sup> Floor

The Patterson-Andress Company Inc.

ADVERTISING  
AGENCY

1 MADISON AVENUE  
NEW YORK



## Declaration of Independence

A FACSIMILE copy of the Declaration of Independence has been issued by the John Hancock Mutual Life Insurance Company. This reproduction is a composite reduced facsimile, one-quarter size, taken from a facsimile reproduction of the original Declaration of Independence made by W. I. Stone, in 1823, under the direction of John Quincy Adams, then Secretary of State. The original engrossed Declaration is in the custody of the Librarian of Congress at Washington.

The John Hancock Company will be glad to send a copy of the Declaration free to any person or institution desiring it for framing.

JOHN HANCOCK made the Signature famous by signing the Declaration of Independence.

THE SIGNATURE has been made a Household Word by the

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

Sixty-one Years  
in Business

Largest Fiduciary Institution  
in New England

## Four-Power Treaty



THE MOST IMPORTANT TREATY EVER  
NEGOTIATED BY THE UNITED STATES



*Every one should know this treaty*

Copies may be had free by writing to the  
JOHN HANCOCK MUTUAL LIFE INSURANCE CO.



# Not Necessary to Quote Statistics to Prove Desirability of Advertising

Outstanding Facts in Every Well Advertised Business Which Show Value of the Advertising

By Martin Hastings, Jr.

THE economic desirability of advertising is often difficult to prove mathematically, although it can be proved in many other ways. The reason for this is not hard to explain. When a company starts to advertise it usually makes such radical changes in the very foundation of its business that it is impossible to compare it statistically with the conditions that soon exist after the change was made. You cannot, for example, mathematically compare an untrade-marked business with a trade-marked one.

There are many other reasons why a question of this kind must necessarily be complicated. For one thing, most concerns that adopt a trade-mark usually continue to sell some untrade-marked goods. Again a concern may adopt one method of distribution for its trade-marked merchandise and another method for its untrade-marked goods. As a rule there is a common bookkeeping system for both departments of the business. Another factor that entangles figuring on this question is the influence of the price cycle which is always affecting individual industries, quite independently of their own efforts to stabilize their business.

It is for these and many other reasons that a manufacturer is seldom able to say that "my selling costs were, say 22 per cent before I advertised and 8 per cent since I started." Of course, many manufacturers who make single specialties and whose businesses are not complicated by factors such as those mentioned are able to prove such figures as I have cited. However, where they are not able to quote figures they are nearly always able to give facts which prove beyond peradventure

that their advertising had been economically desirable.

I recently received two letters from companies in entirely different lines of business, which show how economically resultful advertising has been in these two particular instances. The proof in each case is radically different. The first letter comes from James G. Lamb, secretary of the Scott Paper Company. He writes:

"Ten or twelve years ago we were manufacturing two or three thousand brands—private label goods. We had no standard for the consumer; we were making what the jobber wanted, and his price and our profit depended entirely upon how philanthropic the jobber felt at the time.

"Today we are manufacturing four brands, because those four brands represent the best thing the consumer can buy. They are made after a careful and thorough search for what is best for the consumer.

## HOW MAKER, DEALER AND CONSUMER ARE BENEFITED

"We believe that you can make a million of one item cheaper than you can make one of a million items. We are making the finest products we know how and are telling everybody about them. The result to the consumer has been something in the neighborhood of 30 to 35 per cent greater manufacturing efficiency. We have materially reduced our distribution cost, and while we have cut down the gross profit to the dealers and jobbers, we have greatly increased his net profits, and today we own the business, because the consumers want our products in times of depression as well as in good times.

"Ten years ago, for every dol-

lar's worth of sale we made we had two dollars invested in the plant; today, for every two dollars' worth of sale we make, we only have a one-dollar plant investment. Our profit of one dollar per sale ten years ago was nothing and today it is running better than 10 per cent."

The second letter comes from The Simmons Company, the well-known bed manufacturers:

"There is no doubt that advertising and trade-marking have been a great help to our business. Just how big a help we cannot say, but we do know that because of our advertising the twin beds to the exclusion of the double bed, we have very greatly increased the percentage of twin beds sold in comparison with the double bed. We also know that at the present time there is a marked demand for better furniture, including beds such as we have advertised. This is particularly true since we have been showing our products in full color.

"We have been national advertisers only for the last four and one-half years, so you can see that our job is just begun and that it would be foolish to expect our support to be over 100 per cent in so short a time.

"We have tried to make the public conscious of 'sleep,' and we believe that we have succeeded greatly. For instance, up until last year our volume bed spring was one of our cheapest. Today the volume bed spring is the best spring we make. There, of course, must be a reason for this, and the only one we know of is that the public—the readers of our advertisements—want better sleeping comfort.

"With beds, of course, the cheaper end of the line is still the volume end, but it must be remembered that one can get just as good sleep on that sort of bed as he can on an expensive one—provided the mattress and bed spring are the best. The bedstead itself is purely a matter of

## Sure Is Interesting!

¶An advertiser writes: "It will be interesting to you to know that in Belfast, Ireland, our advertisement in THE ROTARIAN was read by a subscriber in the auto supply business, which resulted in a nice order for golfer's supplies."

¶"Selling American-made golf supplies in England, Ireland and Scotland is like selling sand in the Sahara Desert!"—just one sample of the pulling power of

# THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

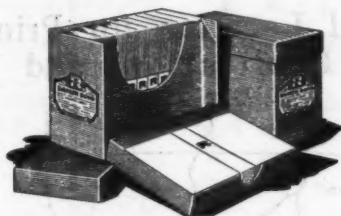
Eastern Representatives  
Constantine & Jackson  
7 West 16th St., New York

CHICAGO

Mid-West Representatives  
Wheeler & Northrup  
1340 Marquette Bldg., Chicago

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago  
Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International



## Try It at Home *First!*

**H**ERE'S the Executive Cabinet of Danish Bond paper that you have heard so much about. Contains 250 sheets, with envelopes to match—every sheet water-marked.

It's the kind of paper we believe you will want to use in your office. But try it at home *first*. Order a box from your paper house, stationer, or printer—add an extra bit of distinction by having your address printed on the sheets and envelopes.

The quality is there and the price is right. Danish Bond is moderate in price without being cheap in appearance—the ideal combination for social and business use.

*Write for Samples*

# DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

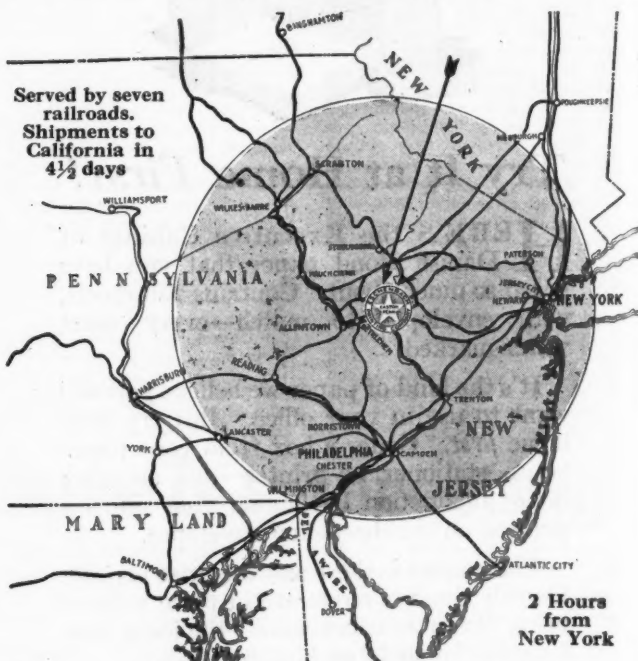
*Made in the hills of Berkshire County by the*

B. D. Rising Paper Company



Housatonic, Massachusetts

## An Ideal Location for Printing and Mailing Publications and Catalogs



## Eschenbach Printing Co., Easton, Pa.

Specialists for Scientific Publications  
and all work demanding accuracy.

*Our reputation rests on over twenty years' service to editors who require precision and punctuality. Recent additional equipment enables us to accommodate a few more clients on advantageous terms.*

**HARVEY F. MACK, Pres.**

selection, but the spring and mattress must be bought with the idea of perfect sleep uppermost in mind.

"This company is very strongly sold on advertising and its results—so much in fact that we are appropriating more money each year and broadening the scope of our campaign and have no idea whatever of cutting down for one minute."

R. W. Blair, the advertising manager, who wrote that letter, states several facts which show how successful the company's advertising has been, although it is undoubtedly true, as he says, that the education work needed in this field has just begun.

There is one point that he raises which I think is more than ordinarily significant. You will note that he says that formerly the biggest volume of bed spring business which the company had was on one of its cheapest numbers; today the volume runs to one of the best bed springs it makes. This is one of the outstanding accomplishments of the advertising, not only of The Simmons Company, but of the other manufacturers of beds, springs and mattresses.

Anyone who has traveled knows that up to a few years ago the bed springs and mattresses to be found in even the best hotels were of the poorest quality; today it is the exception to find a hotel that is not well equipped with good beds. There is no doubt but what advertising, having made people "sleep conscious," is directly responsible for the better sleeping equipment to be found not only in public hosteleries but also in private homes.

Dig into any other well advertised business and you will nearly always find some outstanding accomplishments similar to those cited that have been brought about through advertising. These accomplishments are not always economic; they are sometimes social. In these cases it is not always a question as to how much the advertising has lowered the cost of selling. Rather, it is a question as to how much it has benefited society through the introduction and popularizing of the product.

# "PUNCH"

*"The foremost humorous journal of the World"*

**F**OR the advertising of high-class Goods and Service to Britons at home and abroad there is no better medium than "PUNCH," but as the amount of advertising carried in each issue is strictly limited, it is always necessary to book well ahead in order to secure space.

Each year "PUNCH" is fully booked up for many months in advance, and orders for many thousand dollars' worth of desirable advertising coming in at the busy times have to be declined for lack of space.

The reason for this most gratifying demand is not far to seek:

**ADVERTISING  
IN "PUNCH" IS AN  
INVESTMENT—  
NOT AN EXPENSE**

Rates and full particulars from:

**MARION JEAN LYON**

Advertisement Manager "PUNCH"

10 Bouverie Street, London E.C. 4  
England



## Heads Brooklyn Advertising Club      Sears, Roebuck April Sales Show Increase

John T. Ballou was elected president of the Brooklyn Advertising Club at its recent annual election. Mr. Ballou is advertising manager of Frederick Loeser & Company, Brooklyn department store. John Muller, of the McKenna-Muller Advertising Agency, was elected vice-president. Richardson Webster, editor of *Brooklyn*, official organ of the Brooklyn Chamber of Commerce, continues as secretary.

Sears, Roebuck & Company, mail-order merchandise, Chicago, report April sales of \$19,178,350 as compared with \$14,712,632 for the same month in 1922, an increase of 30.35 per cent. Total sales for the first four months of the current year and 1922 are shown, respectively, as \$74,978,529 and \$57,115,423, an increase of 31.28 per cent. Sales for the same period were \$66,082,259 in 1921 and \$107,725,130 in 1920.

## Dog Magazines Are Consolidated

*Field and Fancy*, New York, weekly devoted to dogs, has purchased the "Dog Review Monthly," which has been published as a house organ by the C. S. R. Corporation, New York. Beginning with the first weekly issue of May, the publications will be consolidated under the name of *Field and Fancy and Dog Review*.

## H. H. Ohlmacher Joins Staff of Brooke, Smith & French

H. H. Ohlmacher, recently vice-president of The Albee Corporation, Detroit advertising agency, has joined Brooke, Smith and French, Inc., also of Detroit. He was at one time in charge of the national and direct advertising divisions of the Burroughs Adding Machine Company's advertising department.

## Has Gasoline and Oil Hose Account

The Metal Hose & Tubing Company, Inc., manufacturer of "Triplex" gasoline and oil hose, Brooklyn, has placed its account with the New York office of Myers-Beeson-Golden, Inc., advertising agency. Oil trade publications will be used.

## Robert Gair Company Transfers H. C. Campbell

H. C. Campbell, who has been Buffalo representative of the Robert Gair Company, manufacturer of packages, has been transferred to the sales staff of the New York office.

# Selling Talk—Plus

EVERY GOOD PRINTER can tell you, in all sincerity, that his work is excellent, his prices reasonable, and his service "super," for these terms are relative—there are no definite standards by which to measure them.

That is our selling talk, too. But when we add that we have a *medium-size* plant, with the best type faces and modern equipment—we are telling you that we have the *means* to do good work and render service; and when we state that 68 percent of our work is for high-grade advertising agencies—the inference is that the *most discriminating buyers of printing agree that we do.*

**THE WOODROW PRESS, INC.**  
351 WEST 52ND STREET      NEW YORK

"Send it to Woodrow."

## It's fishing time in Maine!

The time to catch fish in Maine is just after the ice goes out—and it is going out NOW.

For advertising folks who want to go fishing, the Gannett Publishing Company runs a sort of informal Where-to-go Service.

We can tell you something first-hand about where the fish are biting, about camps, hotels, cottages, routes, automobile roads—the things you want to know if you are coming to Maine to catch fish.

Write us—no obligations.

---

**GANNETT PUBLISHING COMPANY**  
**AUGUSTA, MAINE**

COMFORT  
MAINE FARMER

PORTLAND PRESS HERALD  
WATERVILLE SENTINEL

# Announcement

THE ATLANTIC LITHOGRAPHIC  
AND PRINTING COMPANY has  
acquired the control of the entire  
plant of the

GILBERT L. JOHNSTONE CORPORATION  
PREMIER COLOR PLATE PRINTERS  
NEW YORK CITY

whose reputation for high class color  
plate printing, including labels and  
product packages, is well known.

Mr. Gilbert L. Johnstone becomes a  
Vice-President of this Company.

The acquisition of this modern plant,  
equipped in every detail for efficient  
operation, together with its entire staff  
and organization, which includes some  
of the most skillful color printers in  
America, permits us to offer a com-  
plete color service, functioning with  
any advertiser from the building of  
his package through his entire mer-  
chandising effort, be it POINT OF  
SALE—DIRECT MAIL—or TO THE  
CONSUMER.

There is no question that this is a step  
towards—ECONOMY—QUALITY  
and additional SERVICE for our  
clients.

*Atlantic Lithographic & Printing Company*  
448 West 37th Street • New York



## Mail-Order Campaign Eliminates Sales Force

The Advance Battery Manufacturing Company, Inc., "Powerfield" storage batteries for farm lighting, automobile and radio use, Louisville, Ky., has started a mail-order campaign direct to battery service stations. The campaign is unusual, due to the fact that, as W. J. Sandman, vice-president, writes to **PRINTERS' INK**, the plan adopted eliminated the sales force entirely. Broad-sides, principally, are being used.

## March Sets New Peak for Fuller Brush

The Fuller Brush Company, Hartford, Conn., "Fuller" brushes, brooms, mops, and dusters, reports sales of \$1,278,895 for March as its new highwater mark. The previous high record was \$1,138,000 for last December. Sales for the first quarter of 1923 totaled \$3,193,847.

## Buffalo Metallurgists Advertise

Hoover & Strong, Inc., Buffalo, metallurgists, assayers and manufacturers of dental gold, have started an advertising campaign in dental and business papers. The Matthews Company, a Buffalo advertising agency, is handling this account.

## G. N. Wallace Joins Wallerstein-Sharton Agency

George N. Wallace, until recently secretary of Redfield, Fisher & Wallace, Inc., is now with the Wallerstein-Sharton Company, Inc., New York advertising agency. He was at one time with Hoyt's Service, Inc., New York.

## Joins Staff of "Concrete" and "Building Materials"

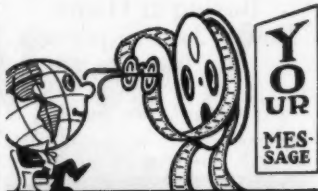
L. M. Carroll has been appointed Western manager of *Concrete* and *Building Materials*. He will make his headquarters at Chicago. Mr. Carroll was formerly with *The Ford Dealers News* and *National Builder*.

## Roofing Account for San Francisco Agency

The Durable Roofing Company, Portland, Ore., manufacturer of roofing materials, has placed its account with Emil Brisacher & Staff, San Francisco advertising agency. Newspapers and business papers will be used.

## E. C. Digby, Vice-President of Millsco Agency

Ernest C. Digby, formerly advertising manager of *The Statesman*, Calcutta, India, has become associated with the Millsco Agency, Inc., New York, as vice-president.



## FILM CAMPAIGNS

MOVING PICTURE FILMS CAN DO WONDERS TOWARD CORRECTING WRONG IMPRESSIONS OF PLACES OR THINGS. ALSO THEY CAN SO FOCUS THE ATTENTION OF THE PEOPLE UPON YOUR PRODUCT OR INSTITUTION, THAT MILLIONS OF MINDS WILL RETAIN THE PICTURE EVIDENCE.

## BOSWORTH, DEFRENES & FELTON

PRODUCERS AND DISTRIBUTORS  
WILKES-BARRE, PA.

## The Billboard Weekly

AMERICA'S FOREMOST

THEATRICAL DIGEST

### Want an Elephant?

or a brass band, dancing starters, dancing headliners, an orchestra, a musician to amplify an orchestra, a swimming teacher, an exhibition diver, shetland ponies, a fortune teller, donkeys and carts, a merry-go-round, or entertainers or amusements of any kind?

A two-dollar ad in *The Billboard* will do the trick.

Member A. B. C.

### NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO | CINCINNATI

35 SO. DEARBORN | 25 OPERA PL.

## Buying at Home Power Is Prosperity's Index

(Continued from page 6)

the remarkable results obtained through co-operative marketing, the increased income resulting to producers from it. Advertising on the part of these co-operative associations to create and stabilize demand has not only won loyalty and support of a constantly increasing group of consumers, but has at the same time given the producers a great deal more money to spend as consumers of other men's products.

One raisin growers' association markets 80 per cent of the raisins of the country, amounting to more than \$35,000,000 of yearly sales. The California Fruit Growers has a \$60,000,000 annual business and sells 74 per cent of the California crop. The California Prune and Apricot Association received last

year for its output over \$18,000,000. The American Cranberry Exchange sold \$3,350,000 worth of cranberries. Eight organizations owned by farmers sold last year more than \$140,000,000 worth of products. This production was taken care of by better sales methods. The increase in money returned to the producers of these products over the old method is sufficient to purchase a whole lot of clothes, machinery, automobiles, phonographs, shoes and corsets.

These fragmentary figures of a great national movement are set down to show that some of that surplus which cannot now reach Europe, can be taken up by our own domestic market, much of the increased money for these purchases coming from better sales and marketing methods. Here is a case of producing consumers increasing their own purchasing power to the advantage of their fellow citizens who produce other products.

And the same thing is true of

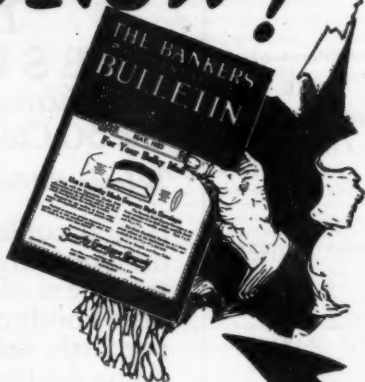
### THE SIG-NO-GRAPH

is an electric-lighted window billboard, 18x24 inches, with your ad reproduced in colors and through a scientific lighting arrangement several thousand vivid color combinations flash your message to the public from your dealers' windows. It advertises your name and products. It creates sales—for you and your dealers. It is a mobile sales-force. It cements your general advertising and your dealers' cash registers. It costs from 10c to 15c a day. Its value is proved by its users—prominent national and local advertisers. Send for complete details.

THE SIG-NO-GRAPH CO., 1400 S. Michigan Blvd., Chicago, Ill.

# It's New!

## THE BANKERS EQUIPMENT-SERVICE BULLETIN



This new Rand McNally publication goes monthly into every Bank, Trust Company and Building and Loan Association in the United States—it covers the big bank market!

The bulletin is a merchandising publication—it sells! Time and labor saving methods and new business ideas are treated editorially from an angle not covered in any other medium.

The bulletin offers you positively the lowest advertising rate of any publication in the field—it gets results at low cost per order. Write us for details.

**REACH THIS MARKET of  
OVER 40,000 BUYERS**

*Published by*

**RAND McNALLY & COMPANY**

536 S. Clark Street

Chicago, Ill.

# An INVITATION

Officers of  
THE  
THIRTY CLUB  
of LONDON

President:  
JOHN CHESHIRE

Vice-President:  
W. S. CRAWFORD

Hon. Treasurer:  
PHILIP EMANUEL

Hon. Secretary:  
C. HAROLD VERNON

*The*  
**PRESIDENT**  
*The officers and members of*  
**The 30 Club of London**  
*and*  
*The London 1924 General Committee extend*

A most cordial invitation to the President, Officers and members of your club to visit London in 1924 and earnestly request that you do us the honor of supporting our efforts at Atlantic City this year to secure the annual convention of the Associated Advertising Clubs of the world for

**L O N D O N**  
*England*  
**in 1924**

It is proposed to hold the Convention, if it comes to London, within the great Congress Halls of the British Empire Exhibition at Wembley, London

This invitation is also supported by the following important clubs and associations in advertising and newspaper circles:

Newspaper Proprietors' Association.  
Weekly Newspaper and Periodical Proprietors' Association.  
Newspaper Society.  
Scottish Daily Newspaper Society.  
British Association of Trade and Technical Journals.  
Association of British Advertising Agents.  
A. B. A. Audit Bureau.  
Association of Advertisement Managers.  
Incorporated Sales Managers' Association.

Incorporated Society of Advertisement Consultants.  
Advertising Club of Ulster.  
Incorporated Association of Retail Distributors.  
Incorporated Society of British Advertisers.  
Aldwych Club.  
Publicity Club.  
Fleet Street Club.  
United Billposters Association.  
British Association of Display Men.  
Federation of Master Printers.

Delegates from these associations will attend.

**ENTERTAINMENT GUARANTEE FUND**  
already exceeds \$100,000

that other large body of our consumers—men who work for wages. Manufacturers in all parts of the country, by better selling methods and the elimination of waste, have increased the purchasing power of their other customers, the men who work in their own plants. A year ago we faced 600,000 miners idle in one industry alone. By a re-employment of the men in this industry almost \$2,500,000 a day was added to domestic purchasing power to take care of our surplus.

A little over a year ago, according to the Secretary of Labor, J. J. Davis, there were over 5,000,000 out of employment. Today there is practically a shortage of almost every form of labor. Figure up for yourself what that means at a basic rate of \$4 a day in increased purchasing power. And in order to purchase more, men being back at work had to produce more.

Production in our basic industries has reached a volume exceeded only once before, in 1917, and this increased production has been accompanied by greatly increased freight shipments. There has been little or no reduction in the general wage level throughout industry; and during the last four months wage increases have been reported in practically all of the forty-three industries covered by the Bureau of Labor statistics. It is estimated by the Labor Department that payrolls at industrial establishments have increased 25 per cent during the last year. This increase has been only partially offset by corresponding increases in the cost of living, and in this difference the laborer or consumer has leeway to purchase many of the products which his co-workers are producing in some other plant.

When increased production is well marketed, domestic purchasing power increases. The report of the Studebaker corporation for the first quarter of 1923 shows a production of 37,509 automobiles compared with 26,665 a year ago. This increased production was sold even better than last year. The number of automobiles sold

## Latest Available Registrations

Every year new names appear in the state automobile registrations. Be the first to reach them through Donnelley Guaranteed Lists of

12,000,000 Passenger Car Owners  
5,000,000 Ford Owners Only  
2,000,000 Truck Owners  
190,000 Motorcycle Owners  
3,500,000 Farmers Owning Cars

Automotive Trade Lists — 15 Classifications — Garages, Manufacturers, etc.

Statistics — reliable and inexpensive

For more detailed information write us or send for the booklet, "Automotive Markets — and How to Reach Them."

Direct Mail Department

THE  
REUBEN H. DONNELLEY  
CORPORATION

328 E. 21st Street Chicago, Illinois

## Sales Executive

with acknowledged experience in sales organization and development in technical and building field, seeks connection with old-established company desiring greater results, or a new company properly financed, seeking right sales start.

My experience covers the entire field of sales progression from salesman to vice-president, involving sales development through jobbers, dealers, wholesalers, district offices, architects, contractors, engineers and industrial plants, coupled with advertising in trade papers and direct-by-mail.

A well-rounded career, backed by the highest credentials, is offered and location is immaterial, providing the business environment and future is there.

Address

"PERMANENT"

Box 180, Care of Printers' Ink.

in the first three months of 1923 was 38,211 cars as against 22,801 a year ago. A. R. Erskine, president of the company, in presenting this report says: "Both the month of March and the first quarter established monthly and quarterly sales records. Profits were maintained by increased volume which offset through overhead savings increased costs of material and wages. All plants are now in capacity operation with sales absorbing output."

Here is real production well marketed, adding millions of dollars to domestic purchasing power in increased earned wages.

From all sides come similar reports which point toward continued high production and high consumption, and while the farmer has increased his buying power by doing things along better marketing lines formerly done poorly by other people, the workers have also been undergoing a decided change. The worker's individual production is being taken care of by the employer who is demanding a fair day's work for increased wages.

But something has been happening to the wage workers' mental attitude. Labor has been taking great interest in affairs usually thought of as being entirely other peoples' business. The entrance of labor into banking, for example, has been watched with interest by men in all lines of business. No one knows exactly what the new move portends, but that it is a trend can be denied by no one. Let us look for a moment at this development, on the basis that any consumer's mental attitude has a distinct bearing on what he consumes.

A man who discovers some of the difficulties which management and capital are under, by experiencing them himself, should be a better citizen, a better workman, and therefore a better consumer.

The attention of the whole country was suddenly directed to this new movement when the Brotherhood of Locomotive Engineers in January of this year purchased a substantial interest in the

Empire Trust Company of New York. Warren S. Stone, Grand Chief of that labor organization, and William B. Prenter, its secretary and treasurer, became members of the board of directors of this twenty-two-year-old New York financial institution, and joined on the Board such leaders of industry as Charles M. Schwab, T. Coleman du Pont and August Heckscher. The president of the bank, in announcing the news, said, "In all the negotiations that have taken place with Mr. Stone and his colleagues, we have found them to be keen, capable, forward looking business men. They think straight, talk straight and act straight. We will work together in close harmony under the present management."

This dramatic incident seemed to indicate to many editorial observers a logical result of the basic change of organized labor in respect to its position in the industrial world. For forty years the tenets of labor were shorter hours and more pay without real interest in where the money came from. Now labor is going ahead at an unbelievably fast pace through investments of their accumulated savings in bonds, the first mortgages on industry, and through commercial loans by their banks in regular business. And the Empire Trust Company incident is but one in a long list where labor is investing in credit control.

#### SOME OF LABOR'S BANKING HISTORY

The pioneer labor bank was opened for business in Washington, D. C., in May, 1920, by the International Association of Machinists. It had a capital of \$200,000. Its resources have now reached \$2,700,000. The second bank to be established by labor was that opened by the Brotherhood of Locomotive Engineers in Cleveland, Ohio, on November 1, 1920. This bank is capitalized at \$1,000,000 and now has a surplus of \$500,000, four-fifths of which has accrued from earnings. For the first twenty months of its existence it received deposits at the rate of \$800,000 a month and its

# Indoor RADIO Outdoor

**Wherever You Are**

IN THE HOME  
ON THE TRAIL—IN THE CAMP  
AT THE SHORE—ON THE  
WATER—ANYWHERE

**Listen in**

BOTH LOUD SPEAKER  
AND HEADPHONES  
INCLUDED IN SET



**Non-Technical  
Ready to Use**

**H**ERE'S the set that brings the world's wonderful radio entertainments to you wherever you are—at any time—anywhere—whenever the stations are broadcasting you are ready when you have the Whiteland **PORTABLE**.

**EASILY OPERATED—Only Two Knobs to Turn**

Just open the case, take out the aerial wire and swing it on whatever is handy, then take out the grounding wire (which is fastened to a collapsible ground rod) and push the rod into the ground. Next, turn the knobs to tune in on the desired station, and—there you are.

## **WHITELAND PORTABLE RADIO RECEIVING SET**

***SPECIAL—Direct From Factory—PRICE***

The Whiteland **PORTABLE** Radio Receiving Set contains—within a sturdy traveling case—the latest improved 3-Tube Radio Receiving Set. Operates on ordinary Dry Batteries, which are in the case, and can be easily replaced. Everything is complete except the tubes. There is danger of breaking the tubes in shipment and tubes are easily obtained at your nearest radio store; or, we will send the tubes at purchaser's risk. The Whiteland **PORTABLE** Radio Receiving set with everything in a sturdy case complete with tube sockets and ready for the tubes, will be sent anywhere upon receipt of check or money-order for \$90.

**FULLY GUARANTEED:** If you are not fully satisfied with the first month you have it, you can return it and the purchase price will be refunded. No strings. The Whiteland **PORTABLE** must make good or we will.

**WHITELAND RADIO COMPANY, Inc.**  
*For Ten Years Manufacturers of Radio Apparatus*  
644 Washington Avenue, Long Island City, NEW YORK

**ADVERTISING  
SERVICE**  
*in the*  
**JEWISH FIELD**

**Change of Address**

THE steady increase in volume of business has made it necessary for us to move from our offices at

116 West 39th St.

to larger quarters at

**136 West 43rd St.  
New York**

**New Phone:  
Bryant 5537**

OUR service to advertisers and advertising agencies is confined to the JEWISH language.

Our knowledge of the Jewish field—its people, their customs and habits, their racial traits—and the media that cover this vast market, will prove of value to agencies planning campaigns in Jewish newspapers.

The proper interpretation of the advertising message to the Jewish buying public is, perhaps, the most important service we render—and we assume entire responsibility for that work.

We solicit inquiries from advertisers and advertising agencies who are interested in the Jewish field.

*Authorized Representatives*

JEWISH DAILY FORWARD JEWISH MORNING JOURNAL

THE DAY JEWISH DAILY NEWS

and all other Jewish newspapers and periodicals in the United States and Canada.

**KEILSON & WAXELBAUM**  
INCORPORATED  
*Publishers' Representatives*

136 WEST 43<sup>rd</sup> STREET  
NEW YORK CITY

Phone BRYANT 5537



phenomenal success may be measured by the fact that in the short period of its existence it has built resources totalling approximately \$25,000,000. Two other banks have since been purchased by this labor organization. Since the establishment of these labor banks a score of smaller ones have been founded and one other big union, the Amalgamated Clothing Workers of America, has opened banks in Chicago and New York.

When Labor thus enters the field of Capital with a rush, it becomes necessary for it to make a study of basic economic laws, and to share in the responsibilities as well as the benefits of good management. Labor as bankers and part owners of industry will demand conscientious work and full production from labor in the plant.

These banks are being run like business institutions and not as class organizations. It is rumored, for example, that the United Mine Workers was turned down by the Brotherhood bank in its request for a loan before it secured the now famous big loan from the Harriman National Bank of New York. In addition to this interest in the business of banking, Labor is taking a greater interest in management, at times in a manner not to the liking of management.

Inspired by trade union ventures in banking, the Marine Engineers Beneficial Association offered the United States Shipping Board \$300,000 cash for three ships. In making this offer to the Government, the manager of the local union asserted that wages of the crew averaged only 8 per cent of the operating expenses of the ship. He also said: "We intend to have satisfied crews, pay high wages and instil into the men that these are their ships and that they are not working to enrich individuals."

There was labor taking an interest in management with a vengeance. Then still more recently, for the first time in its history, the New York, New Haven and Hartford Railroad Company had a labor union officer as a critic of the management at its annual

## Boyd's Lists

ESTABLISHED 1830

The 100% accurate List is an impossibility unless the world stands still!

We are the Oldest List Agency and the Largest, so that it is reasonable to claim that Boyd's Lists are the Best Lists! Our experience and facilities should make them so!

We furnish Lists to 50,000 customers, in this country and abroad, many of whom have dealt with us 20 years.

Send for Price List AA-53, showing the number of people in the various trades and professions, with state figures, etc. There is no charge.

### BOYD'S CITY DISPATCH

19-21 Beekman Street  
New York City

## Wanted— Copy Man

—with two or three years' agency experience, a knowledge of direct-by-mail methods and some technical training.

Prefer man who is now working on varied accounts, spending most of his day on copy.

Position is with Chicago Agency, and is of such a nature that even experienced man will require several months' training. Starting salary, about \$3,600, but opportunity is all the man can carve.

Address "P. R.," Box 175, care of Printers' Ink.

stockholders' meeting. Robert Henderson, secretary of the Federation of Shop-Craft Employees, held a perfectly good proxy for a stockholder and on the question of a motion to authorize a \$5,000,000 bond issue to provide for new equipment, he said that the policy of the directors was a rule or ruin policy. He asserted that when the New Haven "locked out" its shopmen it drove 5,000 men out of employment and out of the ranks of producers and consumers of other men's products.

A more welcome and friendly interest by labor in management may be noted by reading recent issues of employees' magazines. Big industrial concerns which maintain suggestion boxes where workers may deposit ideas for improvements in methods, machinery or designs, are receiving more suggestions now than for years past.

The Delco employees magazine said recently that, "The suggestion committee is being kept busy looking over rattling good suggestions

which are continually streaming in from the employees."

An interest in banking and management on the part of labor, either organized or unorganized, while it may be crude or even rude at the start, is nevertheless in the opinion of many liberal minded bankers and employers a good thing for the future relations between capital, labor and management. There are radicals and conservatives among farmers; there are bolsheviks and conservative bankers in the ranks of labor, just as there are autocrats and real humans among the ranks of employers. Co-operative marketing can take care of higher production on the part of the farmer, and higher wages earned by higher production on the part of workers. These things are doing much to encourage manufacturers to go ahead with conservative and cautious plans for the future.

A forward-looking manufacturer, realizing that one of his greatest assets is the purchasing

## Here Is Opportunity

For a man with national magazine experience to become a leading executive in an established publishing house.

He must know the approach to agents and be able to present the story of a National Publication in compelling style. This means that he must have had experience and must possess a personality which admits him to the proper executives.

He must be capable of directing the energies of two or more advertising salesmen—intelligently and with result-giving enthusiasm.

He must be willing to take a fair drawing account and show us a profit within a reasonable time, and, moreover, must be capable of earning \$10,000 per year on this basis.

To such a man we offer the chance of effecting a connection which should make him financially independent in a few years—and an atmosphere which will bring his fullest talents into action.

To the man who earnestly desires to secure his LIFE WORK NOW, we extend a cordial invitation to write us a letter, giving details of experience, including names of employers, salary earned, etc. These letters will be held in strictest confidence and interview arranged. Address "WA," Box 179, Printers' Ink.

# PRINTERS' INK Offers Double Coverage

In the selling of space two factors usually must be considered—the advertiser and his agent.

PRINTERS' INK offers thorough coverage of advertising agency executives throughout the country.

The 2,113 mail subscriptions going to advertising agents as shown on our A. B. C. Publisher's Statement for 6 months ending December 31, 1922, are merely an indication of PRINTERS' INK'S agency coverage. These figures do not include those agency subscribers who are listed as "individuals," or those who buy their copies weekly from their favorite newsstand. April 26 issue newsstand sales are 3,035 copies.

In many agencies several copies of PRINTERS' INK are regularly routed among and are read by all the important executives of the organization. Only an investigation of individual agencies such as you will find each week in our series "Who reads the PRINTERS' INK Publications" shows how complete is PRINTERS' INK'S agency coverage.

Advertising agents comprise the second largest group of PRINTERS' INK readers; the largest group is made up of advertisers—two excellent reasons why publishers find it profitable to advertise regularly in PRINTERS' INK.

The edition for April 26 was 21,248, and the rate is still \$100 a page.

**PRINTERS' INK PUBLISHING COMPANY**  
185 MADISON AVENUE, NEW YORK CITY

## A Line with Unusual Possibilities Needs a Sales Manager Who Likes Hard Work

The job will appeal to the right sort of man. It will not be easy, but the reward will be worth while.

We have set no figure for salary. It *may* not be as large as the right man is now getting, but it will carry a substantial share of the profits, so that the reward will be commensurate with achievement.

The arrangement will place no limit upon what the right man can earn. We feel he will be entitled to profit handsomely, because he will have to produce.

The line consists of several patented products sold through hardware, house furnishing and department stores and used in practically every home, every factory, every hotel and apartment house, every office building and in nearly every kind of establishment.

The market is almost unlimited.

The products are now being used in 36 States and their salability is proved by repeat orders wherever placed.

The business is still young, is amply financed and the right man will have free rein to build up an adequate sales organization and make his department as big as his ability warrants.

If you believe you are the right sort of man, who will find enthusiasm in a real uphill fight for big game, write a letter that will justify an interview and an opportunity for you to visit the plant (in a city of about 50,000) at our expense.

A preliminary interview will be arranged for in Philadelphia or New York.

Address "B. D.," Box 183, care of Printers' Ink.

power of the two big classes of consumers, is taking an ever-increasing interest in things which will increase their buying power. Everything done by a manufacturer to prevent economic waste, due to strikes, lockouts and low purchasing power, comes under the general head of better marketing of his own product.

In this whole subject the part of the American advertising manufacturer has been greatly underestimated. He has been accused by false economists of creating wants which are not "necessary." He seldom gets credit for inspiring the same sort of discontent which made the original pioneers go Westward over the plains. When a manufacturer puts in front of an individual farmer and individual laborer or group of the same people something which he thinks they ought to have and which he has made them want, he inspires in them the desire to possess that thing and therefore the desire to produce other goods to acquire it. In order to increase his standard of living, and his consumption of products, the individual must also increase his production. And in this incentive to greater production and better marketing of the results of that production, advertising has performed one of its greatest national services.

### Prefer Name to Number for Novelty Fabrics

In reply to an inquiry made by PRINTERS' INK concerning the registration of the trade-mark "Pin Wheel Crepe," the Cohn-Hall-Marx Company, cotton fabrics, New York, states that the name is being registered only for protection in the trade, there being no intention of extending its use to the public. The company further explains to PRINTERS' INK that in the case of novelty fabrics it usually is found more satisfactory to give them a name rather than refer to them in the trade by number.

### Appoints C. L. Houser Company

The Dubuque, Ia., *American Tribune* has appointed The C. L. Houser Company, publishers' representative, as its national advertising representative in both the East and West.

## Will This Record Interest You?

In January, 1919, after my discharge from the army, I started in business for myself. I had \$1000 in capital and the distributing rights in five Central Western States for a \$10 specialty sold through agents to farmers.

My net profits in 1919 were \$10,140; in 1920, \$28,548. Unfortunately, in October, 1920, before the full extent of the depression became apparent, I placed such heavy orders for goods that I lost control of my company in January, 1922. My chief creditor took over my organization in exchange for my assets plus my agreement to manage the company for \$300 a month and expenses until July 1, 1923.

In four years I have sold over \$700,000 worth of goods. In 1919 my sales were \$101,000; in 1920, \$325,000; in 1921, \$139,000; and in 1922, \$144,000.

During these four years, either directly or through my managers, I have contracted and trained 2,861 salesmen. Many of these salesmen averaged from \$200 to \$750 a month in commissions.

My 1919 and 1920 profits were, of course, due in large measure to the very favorable business conditions of those two years. However, notice that my sales in 1921 and in 1922 were 40% greater than in 1919, and remember also that these sales were made exclusively to farmers, who were harder hit by the depression than any other class of people.

I am 26 years of age, a university man, and Protestant. Net assets today, \$3,500. Willing to go anywhere, provided I believe I can fill the position. Available July 1st.

Would you like further information? Address "K. L.," Box 171, care of Printers' Ink.

# A DIRECTOR OF PUBLICITY

Wants connection with a national association, large mercantile or industrial organization or institution to direct or develop Publicity and Public Relations Department. Fully acquainted with all angles of this important bureau.

Thirteen years' experience in advertising field and as newspaper writer and publicist. University education. Sound common sense and demonstrated judgment. Personality that makes and keeps friends. At present employed as Sales Executive. Age 36. Salary \$7,500. *If you can't use a big man, don't answer this advertisement.* Address "A. D. of P.," Box 186, care of Printers' Ink.

## WE WANT A MAN

who can produce educational publicity; we do not want a press agent.

Above all he must be a hustler and one who will follow through.

He must be able to write newsy items and articles for newspapers and magazines and inspire others to write.

He must produce the sort of stuff that editors will want to publish because of its reader interest, therefore newspaper experience is most desirable.

The object of his work will be to promote knowledge of a service which is rapidly becoming a "necessary convenience."

He will be with New York Headquarters of a National association.

Write fully and in confidence to "A.C.," Box 181, care of Printers' Ink

## Copy Tells Doctors to Visit Hawaii after Convention

The coming convention of the American Medical Association at San Francisco in June is being used advantageously by the Hawaii Tourist Bureau of San Francisco to advertise the Island to the delegates.

The bureau is using full-page copy in medical journals to sell the idea of "an interlude of complete relaxation and rest" in Hawaii. A section of the deck of a steamer breaks across the top of the page, down the sides of which are fishing and golfing illustrations.

The cost of the trip from San Francisco is given; the attractions of the island enumerated and its scenery and tropical fruits described. The copy is complete even to a comparison of the U. S. Weather Bureau's report for the corresponding period last year. A coupon is included for the use of those desiring further information.

## Shoe Firm Converts "Features" into Advertising Copy

What can be done in the way of capitalizing reader interest in the departments and features of a publication is indicated in recent newspaper copy of O'Connor & Goldberg, who operate six shoe stores in Chicago. In the last few weeks this company has varied its regular, dignified advertising with an occasional full page carrying with it a humorous appeal. This appeal is based on various features of the medium in which the advertising appears, such as the continued story, the column, cartoons, "Bright Sayings of Children" and similar departments. O'Connor & Goldberg borrow, adapt and parody without forgetting that the real purpose of the advertising is to sell shoes.

## Financial Advertisers' Association Honors R. J. Izant

Robert J. Izant, advertising manager of The Central National Bank Savings and Trust Company, Cleveland, has been made chairman of the new educational committee of the National Financial Advertisers' Association.

## A. E. De Bow Leaves International Shoe Company

A. E. De Bow, for the last three years advertising manager of the Roberts-Johnson & Rand Branch of the International Shoe Company, St. Louis, has resigned. He will engage in the life insurance business at St. Louis.

## "The Ford Dealers News" Moves

The offices of *The Ford Dealers News* have been moved from Long Island City, N. Y., to New York City.

Edward T. Bailey has been appointed Western manager of this publication, with headquarters at Chicago.

## National Association of Manufacturers to Meet

The National Association of Manufacturers will hold its annual convention at the Waldorf-Astoria Hotel, New York, on May 14, 15 and 16. Among the speakers scheduled to address the meeting the first day on subjects relating to industrial production are: M. C. Rorty, vice-president, American Telephone & Telegraph Company, New York; Dr. David Friday, president, Michigan Agricultural College; Acheson Smith, president, Acheson Graphite Company, Inc., Buffalo, and Harold C. Smith, president, Illinois Tool Works, Chicago.

The annual address of the president, John E. Edgerton, will be given the second day, followed by a discussion of the underlying factors in the business situation by Benjamin M. Anderson, Jr., Chase National Bank, New York, which is open to members from the floor. A similar discussion of the open shop will follow addresses on the subject by Mr. Edgerton and Ernest T. Trigg, president, John Lucas Company, Philadelphia. During this session, S. W. Utley, Detroit Steel Casting Company, and president, Employers' Association of Detroit, will preside.

The problems of transportation and coal will be taken up on the final day and discussed respectively by Carl Gray, president, Union Pacific Railroad, and John J. Cornwell, former governor of West Virginia. The annual banquet will be held in the evening of the last day of the convention.

## Trade Paper Manager-Salesman Seeks Connection

with substantial growing publisher. This man will bring with him experience in all phases of technical advertising and publishing. Editorial, circulation and sales experience; also for several years assistant advertising manager of large industrial corporation.

Some trade paper publisher would find him valuable as business manager, district office manager, or as high-grade salesman.

His business-getting vision, all-round publishing experience, advertising knowledge, plus engineering education should earn substantial profits for a publisher who can show him an opportunity to make at least \$7,500, salary or salary plus commission.

### Address

"F. H.," Box 185,  
Care of Printers' Ink.

## You must get at both sides of the question

On the one hand, it is *financially necessary* that the quality of any printed piece be commensurate with the reputation of the advertising house and its product, and with the worth of the ideas which they present.

And on the other hand, it is *financially necessary* that this standard of quality be obtained at the very least possible reasonable cost.

We have to say for the one side that our plant is operated under the direction and efforts of well trained, able and experienced hands; and for the other, that these men work with the advantages of every approved mechanical assistance known.

*Convincing examples and quotations upon request.*

## THE YORK PRINTING COMPANY YORK, PENNA.

NEW YORK OFFICE • 18 EAST 41ST STREET  
Murray Hill 8615





# Are You Getting Your Share of Business in New England?

There is a lot of business to be had in New England these days. Are you getting your share of it? There will be a lot more business to be had this summer. Will you get your share?

Business in New England is booming. Factories are working double shifts to catch up on unfilled orders. Workmen are working overtime and are receiving war-peak wages. Retailers and wholesalers report business as excellent. Everybody is busy; everybody feels prosperous.

This summer New England will have even more business to give to advertisers who go after it. New England is expecting the best vacation business in its history. People from all over the country with money to spend will flock into New England in record numbers and with record-breaking pocketbooks.

This summer will establish new records for your New England business if you will only help it by backing up your New England salesmen, wholesalers and dealers by advertising, begun as soon as possible, in New England Newspapers.

Present your merchandise to New England through the home daily newspapers of New England. These papers give you a wide coverage at a nominal appropriation.

## PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.  
Serves territory of 130,000

## BRIDGEPORT, CT.

POST  
TELEGRAM

Daily Circulation 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

## HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy  
Population 138,036, with suburbs 225,000

## NEW HAVEN, CT., REGISTER

Daily and Sunday Cir., 35,514 P. O.  
Population 165,000, with suburbs 225,000

## NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A.B.C.—3c copy  
Population 25,688, with suburbs 60,000

## PORTLAND, ME., EXPRESS

Daily Circulation 27,639 P. O.  
Member A. B. C.  
Population 69,169, with suburbs 75,000

## BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,393 P. O.—2c copy  
Population 69,000, with suburbs 100,000

## MERIDEN, CONN., RECORD

Daily Circulation 7,160 A.B.C.—3c copy  
Population 37,739, with suburbs 60,000

## BURLINGTON, VT., FREE PRESS

Daily Circulation 11,970 P. O.  
Population 22,779, with suburbs 40,000

## FITCHBURG, MASS., SENTINEL

Net Paid Circulation 10,815 A. B. C.  
Population 41,029, with suburbs 110,000

## LYNN, MASS., ITEM

Daily Circulation 16,643 A.B.C.—2c copy  
Population 99,198, with suburbs 125,000

## NEW BEDFORD, MASS., STANDARD & MERCURY

Daily Circulation 31,489 A.B.C.—2c copy  
Population 121,217, with suburbs 160,000

## SALEM, MASS., NEWS

Daily Circulation 20,546 P. O.  
Population 43,697, with suburbs 150,000

## SPRINGFIELD, MASS., UNION

Daily Circulation 76,463 P. O.—2c copy  
Population 129,563, with suburbs 250,000

## WORCESTER, MASS., TELEGRAM GAZETTE

Daily Circulation 73,957 A. B. C.  
Population 179,754, with suburbs 350,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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### Users of Product in a City Are Listed in an Advertisement

A somewhat novel adaptation of the plan of using names and addresses in local newspaper advertising is seen in the newspaper advertising of the "1900" Washer Company now running in Buffalo. In full-page copy a list of 4,500 purchasers of "1900" washers in the city of Buffalo and vicinity is given. The name of the local distributor is featured and there is a coupon for taking advantage of an easy payment plan, which requires a first payment of one dollar.

It is reported that a satisfactory number of replies has been received in response to this advertising.

### Joins Bragdon, Lord & Nagle Company

J. A. Stevens has joined the New York office of the Bragdon, Lord & Nagle Company, textile publishers, as representative for the "Official American Textile Directory" and the "American Directory of the Knitting Trade."

### C. S. Bauman Joins Los Angeles Agency

C. S. Bauman has joined the Ralph Service Agency, Los Angeles, as account executive. Mr. Bauman was formerly with the Chambers Agency, Inc., New Orleans, and more recently with the New Orleans Times-Picayune.

### Building Material Account for Brisacher Agency

The advertising account of Gladding, McBean & Company, San Francisco, manufacturers of building materials, has been placed with Emil Brisacher & Staff, advertising agency, also of San Francisco.

### Advertising Club of St. Louis Appoints Secretary

Fred E. Winsor has been made executive secretary of the Advertising Club of St. Louis. He previously was with the St. Louis Chamber of Commerce.

### Spencer-Lay Agency Changes Name

The name of The Spencer-Lay Company, New York advertising agency, has been changed to The Lay Company, Inc. There is no other change involved than that of the company name.

### "Child Life" Adds to Staff

Joseph McGillvera, recently with the American Association of Foreign Language Newspapers at Chicago, has joined Rand McNally & Company, Chicago publishers. He will be with the advertising sales staff of *Child Life*.

## U.S. Census gives Portland, Maine 16,801 families

Portland Evening "Express" City Circulation for six months, ending Mar. 31, 1923, averaged 16,803 paid.

## 97% Coverage

more than 15 of every 16  
Portland Homes!

Many Thousands of Portland families  
take the Express **EXCLUSIVELY!**

Portland's only Evening paper.  
Portland's only Three-cent daily.

## Portland Express

The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago

## P. S.

## XXX Mats Finest Mats Made

The highest grade materials used. Every mat thoroughly tested; all mats kiln dried. Perfect reproductions guaranteed.

Day and night service.  
Mats sent direct to dealers,  
agents or newspapers if desired.  
Send for quotations.

## POST-STANDARD CO.

SYRACUSE, N. Y.

Commercial Mat Department

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

## EDITORIAL STAFF:

Roland Cole E. B. Weiss  
C. B. Larrabee Bernard A. Grimes  
Chicago: G. A. Nichols  
D. M. Hubbard  
London: Thomas Russell

NEW YORK, MAY 10, 1923

## Big Advertisers Who Started Small

"I haven't enough money to advertise" is one of the most common objections to which space salesmen have to listen. The objection is expressed in various ways, such as: "Advertising is a rich man's game," or "How can a little fellow like me compete with Wrigley, and Victor, and American Tobacco, and Goodrich, and all the other advertising giants?"

Of course, the answer to these objections is that it is not necessary to have a lot of money to advertise. If you have any opinion to the contrary, there is an article in the May *Printers' Ink Monthly* that should rid you of the notion. It appears under the title, "The Humble Beginnings of Our Great Advertisers." It marshals incident after incident proving beyond doubt that most of the

outstanding advertisers of today started small, unbelievably small. In fact, the companies who launched their initial advertising campaigns on a pretentious scale are the exception rather than the rule. Many of them were initiated into advertising on a scale that even a corner retailer could easily attempt.

A large initial appropriation is, therefore, not an advertising necessity. Actually, thousands of advertisers never get out of the slender appropriation stage. Yet many of them use small space so effectively that they are fully entitled to be numbered among the country's successful advertisers. And those who do reach the large appropriation stage do not, as a rule, advance that far successfully until they have learned how to make small space pay.

In probably more cases than is commonly realized, advertisers earn their appropriations as they go along. Originally they put a few thousand dollars into advertising. It pays. They increase the amount and invest that in advertising also. Again it pays. Thus their advertising investment pyramids just as does any investment policy that is consistently followed.

## Old Customers Better Than New Customers

Finding new outlets for a product is usually a good thing to do. Sometimes, though, a new outlet can be obtained at too high a cost. This is particularly true when the cultivation of the new outlet has to be carried on at the expense of the regular market.

We recently asked S. B. Gray, the treasurer of the Old Town Canoe Company, if he ever tried to develop a winter business in Florida and other localities where canoeing would be possible during December, January, February and March. He replied that special seasonal efforts of this kind in his line would not pay.

A few years ago a large and spectacular campaign was con-

ducted wear. adapt use of th regul fort v But in that were his e he fo best v cent o meant was b of the this c is con marke greatly As outlets someti able if greater Often better of the do we lets ha capacit get mo establish though basis o Brothe custom have al the few realizes mendou custom years a another silverw known. its soci The res is neede The could b business pect for who ha fifteen y is three ably a man wh

ducted on a special kind of footwear. This footwear is ideally adapted to juvenile wear and for use in sports. The idea back of this sensational campaign was to introduce this product to the regular footwear market. The effort was successful in a small way. But in time the manufacturer saw that the results he was getting were entirely out of proportion to his endeavors. On investigation he found that the new outlet at best would never be over 20 per cent of his whole market. In the meantime the 80 per cent market was vastly underdeveloped, and was being neglected for the sake of the 20 per cent market. Since this discovery, the manufacturer is concentrating on the 80 per cent market and with results that are greatly more profitable.

As we said at the outset new outlets are usually desirable, but sometimes they are not desirable if the effort to get them is greater than the results are worth. Often this effort can be expended better in intensive development of the regular market. Seldom do we find that the old outlets have been developed to their capacity. It is always possible to get more additional business from established customers than was thought possible. This is the basis of the present 1847 Roger Brothers campaign. Besides new customers, such as brides, who have always been the mainstay of the jewelry business, the company realizes there is a market of tremendous potentialities in the old customers who bought silverware years ago. These customers of another year are ready for more silverware if the truth were known. The family has grown or its social position has gone up. The result is that more silverware is needed.

The same selling argument could be applied in other lines of business. There is no better prospect for furniture than the couple who have been married for ten or fifteen years. The man whose car is three or four years old is probably a better prospect than the man who never owned one. The

person who bought a toothbrush six months ago needs a new one.

So, we see, it isn't always necessary to find new worlds to conquer. There is always plenty of the old selling world still to be conquered.

### **A 300-Year- Old Selling Lesson**

An article in last week's **PRINTERS' INK** described the campaign being undertaken by the fishing interests of Gloucester to popularize salt fish.

Gloucester is this year celebrating its three hundredth anniversary. For 300 years, fishing has been the city's principal industry. During this time wonderful progress has been made in methods of catching fish, but too little has been done toward obtaining a market for the catches. As was once the case in practically all other industries, the market for salt fish was accepted as it was. Not much was done to develop it. There are many serious obstacles in the path of fish selling. Most fish is consumed on Fridays. The majority of persons prefer meat. Fish, particularly salt fish, is regarded as hard to prepare.

But the greatest difficulty of all is that those in the fish business, with a few notable exceptions, have not developed a selling sense. The economic ills that are threatening so many businesses are to some extent due to this absence of selling sense on the part of those engaged in the industries in question. A harassed industry is not entitled to much sympathy if its troubles are due to a neglect of selling. We have always been in hearty accord with the viewpoint of the farmer for instance, but at the same time we often get out of patience with his much advertised difficulties when we realize how little attention the farmer has devoted to the selling side of his business. As soon as the farmer learns to sell scientifically, as well as to produce scientifically, he finds his lot not so hard as some of our much-heralded legislators would have us believe. Of course, it is true that the creation

of adequate selling machinery is itself a stupendous task, requiring time, ability, money and experience, but after it is created many of the former problems gradually lessen in importance.

The fishing interests may find consolation in realizing that many of our best advertised industries were once confronted with difficulties such as now confront them. The difficulties were overcome, first, through establishing coordination between producing and selling and, second, through putting as much emphasis on selling as on production.

### **The Three Lessons in A. I. Root's Career**

Advertisers can find many lessons in the career of Amos I. Root, the famous bee man, who died last week.

In the first place, Mr. Root is a splendid example of a manufacturer who started humbly and, through persistency, insurmountable faith in his basic idea, and tireless energy, achieved remarkable results.

It might be said that Mr. Root started his business on one dollar. One day, about fifty years ago, when he was at work in his little jewelry store, a swarm of bees came into the place. The clerk asked the proprietor how much he would give him if he caught the swarm. Believing that it would be impossible to catch them, Mr. Root carelessly said he would give his employee a dollar. Well, the clerk caught them, and Mr. Root became so interested in them that some time afterward he gave up his jewelry business in order to devote his entire attention to the culture of bees.

In the early days the business was in constant financial difficulties, and if it were not for Mr. Root's sublime confidence in his hobby, the venture would have been abandoned. Finally, however, the enterprise prospered and reached all over the world.

The second lesson in the career of this illustrious Medina advertiser is on what peculiarly small ideas a successful business can be founded.

Certainly when Mr. Root became interested in bees fifty years ago no one would have thought that bees could furnish the foundation for such a vast business.

The third thing about Mr. Root's life that should be emphasized is that he had a remarkable gift of being able to interest others in his activities. He educated people to expect him to do unusual things and they followed him with breathless interest all his life. As soon as his own enthusiasm for bees developed he was not content until he communicated this enthusiasm, through advertising, to others.

It is almost impossible for an inventor or a discoverer, or the founder of a unique business, to succeed unless he possesses this quality. The world does not furnish for ideas or services or products. The world pays no attention to discoverers until their discoveries are sold. A remarkable example of this developed a couple of years ago when Dr. W. T. G. Morton was elected to the Hall of Fame as the discoverer of anæsthesia. At the time it came out that several other eminent men had something to do with the finding of anæsthesia. Among these were Sir Humphry Davy, Michael Faraday, and others. Anyway, after the study of the chain of events leading up to the discovery of anæsthesia, the facts seemed to be that it was Davy who suggested it, Faraday who followed up the suggestion and determined its practicability, Jackson who actually demonstrated anæsthesia, and Long who actually removed a tumor from an etherized patient but kept silent about his performance. Then along came Dr. Morton, who not only successfully operated on a patient, but published the results of what he did. The fact that he published his experience is what entitled him to election in the Hall of Fame.

The same thing can be said of A. I. Root. He won fame, not because of his wonderful work with bees, but because he had the commercial sense to advertise what he found out.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

1919

Liggett & Myers Tobacco Co.

(Fatima, Chesterfield and  
Piedmont Cigarettes)

Johns-Manville Incorporated

1920

Western Electric Co.

1922

American Chicle Company

1923

Sanitol Chemical Laboratory Co.

(Toilet Preparations) and

Richard Hudnut, Perfumer

“NOT HOW MUCH, BUT HOW WELL”

NOTE: Including its fifth client (Sanitol and Hudnut), Newell-Emmett Company has added only three clients in four years. In line with this policy, a considerable period must again elapse before work for a sixth client can be undertaken—this, in order that the initial study and development of service on a new account may not be disturbed by the acceptance of a still newer one.

Advertiser and Agent both co-operate in selecting advertising mediums. You can reach the key men of both through the Printers' Ink Publications.



The advertising of The Coca-Cola Company is handled by the D'Arcy Advertising Company. THE PRINTERS' INK Publications give a complete coverage of both advertiser and agency.

The following individuals of The Coca-Cola Company are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:\*

NAME	TITLE	WEEKLY	MONTHLY
Harrison Jones	Vice-Pres. and Sales Mgr.	Yes	Yes
B. S. McCash	Vice-Pres. and Adv. Mgr.	"	"
Philip A. Greene	Manager Promotion Dept.	"	"
Wayne S. Kell	Director of Public Relations	"	"
C. G. Green	Asst. Advertising Manager	No	"
W. H. Troutman	Supervisor of Salesmen	"	"
C. E. Richmond	Asst. Sales Manager	"	"
W. D. Elliot	Div. Sales Mgr. (Boston)	"	"
B. N. Harris	Manager New York Branch	"	"
Geo. J. Martin	Div. Sales Mgr. (Atlanta)	"	"
N. M. Massey	Division Sales Manager (Cleveland, O.)	"	"
R. C. Treseder	Div. Sales Mgr. (Chicago)	"	"
C. C. Forbes	Div. Sales Manager (Dallas, Tex.)	"	"
O. H. Oestereich	Div. Sales Manager (St. Louis, Mo.)	"	"
J. O. Pearson	Div. Sales Manager (Denver, Colo.)	"	"
H. W. Easterlin	Div. Sales Manager (San Francisco, Cal.)	"	"
W. H. Gallaway	Mgr. Philadelphia Branch	"	"
M. H. B. Hoffman	Div. Sales Manager (Washington, D. C.)	"	"
R. A. Creekmore	(Atlanta)	"	"

\*Information furnished by The Coca-Cola Company.

PRINTERS' INK,

185 Madison Avenue, N. Y.

St. Louis, April 5, 1923.

GENTLEMEN:

Eighty-five members of the D'Arcy organization regularly read the WEEKLY and MONTHLY editions of PRINTERS' INK. The list is too long to print.

D'ARCY ADVERTISING COMPANY.

PRINTERS' INK

*A Journal for Advertisers*  
Established 1888 by GEORGE P. ROWELL

PRINTERS' INK MONTHLY

*An Illustrated Magazine of Advertising, Sales and Marketing*

April 26, edition

21,248 copies

May edition

16,800 copies

THE PRINTERS' INK PUBLICATIONS

# UNSURPASSED

In reply to our policy and hopes, expressed in *Extension*, our subscribers during 1922 voluntarily mailed us half a million dollars toward the missionary work which *Extension* represents.

As a concrete proof, written in terms of dollars and cents, this record of reader loyalty has not been surpassed by any other magazine in the world.

## **Extension Magazine**

*The World's Greatest Catholic  
Monthly*

Member of the Audit Bureau of Circulations

**General Offices:**

**180 N. Wabash Ave., Chicago, Illinois**

**Eastern Representatives**

**LEE & WILLIAMSON**

**171 Madison Avenue, New York, N. Y.**

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## MAY MAGAZINES

### VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of Publishers' Own Advertising.)

#### Standard Size

	Pages	Lines
Review of Reviews.....	133	29,898
World's Work.....	129	28,980
Atlantic Monthly.....	122	27,379
Harper's .....	105	23,731
Scribner's .....	87	19,656
Century .....	75	16,856
Current Opinion.....	48	10,805
St. Nicholas.....	43	9,744
Our World.....	30	6,772
Bookman .....	22	5,042
Street & Smith Combination	22	4,928
Munsey's .....	21	4,900
Wide World.....	19	4,287
Everybody's .....	17	3,813
Blue Book.....	15	3,482

#### Flat Size

	Columns	Lines
American .....	380	54,427
Physical Culture.....	223	31,925
Red Book.....	196	28,104
Cosmopolitan .....	179	25,605
True Story.....	167	23,904
Photoplay .....	153	21,879
Sunset .....	134	19,270
American Boy.....	95	19,000
Motion Picture Magazine.	128	18,339
Success .....	95	13,707
Hearst's International....	90	13,001
Metropolitan .....	90	12,891
Boys' Life .....	60	10,280
Picture Play .....	69	9,938
Asia .....	65	9,045
McClure's .....	60	8,715
Elks Magazine.....	49	7,525
Boys' Magazine.....	29	4,930

### WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	653	103,038
Ladies' Home Journal....	498	84,714
Good Housekeeping.....	491	70,253
Harper's Bazar.....	300	50,416
Pictorial Review .....	233	46,660
Woman's Home Companion	267	45,462
McCall's .....	197	39,463
Delineator .....	172	29,361
Designer .....	142	24,238
Holland's .....	103	19,493
Modern Priscilla.....	110	18,734
People's Home Journal..	101	17,305
Woman's World.....	89	15,286
Fashionable Dress .....	89	15,282

## Momentum

The May 12th issue of FORBES carries the largest volume of advertising in our history.

General advertisers carrying copy in the May issues are:

General Motors Corporation  
General Motors Truck Company  
Buick Motor Company  
Chevrolet Motor Co.  
Willys-Overland, Inc.  
Studebaker Corporation  
Wisconsin Motor Mfg. Company  
B. F. Goodrich Rubber Co.  
Firestone Tire & Rubber Co.  
National Cash Register Company  
Westinghouse Elec. & Mfg. Co.  
Western Electric Company  
General Electric Company  
Boston Belting Company  
Stone & Webster  
Ernst & Ernst  
Harvard University  
American Tel. & Tel. Co.  
Bankers Supply Company  
Index Visible, Inc.  
Sani Products  
Thomas A. Edison, Inc.  
Fidelity Phenix Fire Ins. Co.

Members of the A. B. C.

## FORBES

120 Fifth Avenue, New York

WALTER DREY, Vice-President

Western Manager:

Mr. H. S. Irving  
Peoples Gas Building  
Chicago, Ill.

Eastern Manager:

Mr. Frank H. Burns  
120 Fifth Avenue  
New York

# Just where the Intelligent Advertiser would wish it to be!

The bulk of the New Haven "Register's" circulation is just where the intelligent advertiser would wish it to be!

Ninety-one per cent (91%) of the "Register's" circulation is within ten miles of New Haven City Hall.

**CITY CIRCULATION** alone of the "Register" is many thousands larger than the **ENTIRE** circulation of any other New Haven paper.

This concentration of circulation intensifies demand. Produces far greater dealer effect because of greater consumer demand.

*More than 35,000 people every night now BUY the Register.*

## New Haven Register

**Largest Circulation in  
Connecticut's Largest City!**

*The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago*

	Columns	Lines
People's Popular Monthly	58	11,165
Child Life.....	69	9,867
Needlecraft .....	53	9,010
Mother's Magazine.....	37	6,509
Woman Citizen (2 Apr. is.)	41	6,144
Today's Housewife.....	26	4,480
Mess. of Sacred Heart (Pg.)	14	3,164

### GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues).....	702	118,032
Town & Country (2 issues)	497	83,604
House & Garden.....	496	78,485
Motor .....	448	70,896
Country Life.....	375	63,066
Vanity Fair.....	286	45,214
Field & Stream.....	260	37,209
Radio News .....	234	34,475
System .....	239	34,275
Popular Mechanics (Pg)	145	32,648
House Beautiful.....	201	30,989
Normal Instructor.....	170	29,006
Outers' Recreation.....	190	27,698
Popular Science Monthly.	177	27,015
Arts & Decoration.....	156	26,236
Nation's Business.....	164	24,210
Radio .....	147	21,740
National Sportsman.....	158	21,607
Outdoor Life .....	126	18,099
Theatre .....	109	17,240
Science & Invention.....	111	16,346
Forest & Stream.....	111	15,873
Scientific American.....	85	14,479
Motor Life.....	90	14,338
Garden Magazine.....	89	13,838
Popular Radio (Pg).....	60	13,644
World Traveler.....	87	12,860
Rotarian .....	78	11,366
International Studio.....	80	11,327
Business .....	79	11,318
Association Men.....	51	7,140
Outing .....	33	4,770
Extension Magazine.....	22	3,827

### CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 Apr. issues)	295	51,634
Canadian Home Journal..	181	31,820
Western Home Mo. (Apr.)	132	23,939
Everywoman's World....	110	19,300
Rod & Gun in Canada....	98	14,060
La Canadienne .....	58	10,235
Canadian Magazine (Pg.)	40	8,960

### APRIL WEEKLIES

	Columns	Lines
April 1-7		
Saturday Evening Post.	509	86,647
Literary Digest .....	141	21,482
American Weekly .....	56	15,385
Forbes .....	72	11,064

# QUALITY

If we divide the well-known American public into the working class and others obviously the working class (so called)—laborers, street sweepers, hod-carriers, bus-boys, etc.—will not be interested in PHYSICAL CULTURE. They have enough physical culture in their daily tasks.

But—

Take the "others"! Bankers, merchants, accountants, lawyers, architects, engineers, brokers *and* their families are interested in physical culture and therefore in PHYSICAL CULTURE.

This *quality* circulation we offer you in every issue!

July forms close May 15th.

Final forms May 20th.

## PHYSICAL CULTURE

NEW YORK

CHICAGO BOSTON SAN FRANCISCO SEATTLE LOS ANGELES

	Columns	Lines
Life .....	44	6,414
Argosy-All-Story (Pg.) ..	24	5,408
Outlook .....	36	5,220
Christian Herald .....	28	4,873
American Legion Weekly ..	31	4,504
Collier's .....	26	4,434
Judge .....	26	3,805
Independent .....	22	3,212
Youth's Companion .....	15	2,691
Churchman .....	17	2,442
Woman's Weekly .....	13	2,439
Nation .....	13	1,890
New Republic .....	12	1,764

April 9-14	Columns	Lines
Saturday Evening Post ..	470	80,061
American Weekly .....	85	23,295
Literary Digest .....	147	22,427
Nation .....	57	8,000
New Republic .....	53	7,791
Outlook .....	50	7,239
Forbes .....	45	6,969
Independent .....	43	6,192
Christian Herald .....	32	5,500
Life .....	37	5,353
Collier's .....	28	4,901
American Legion Weekly ..	31	4,566
Argosy-All-Story (Pg.) ..	17	3,868
Judge .....	19	2,788
Youth's Companion .....	14	2,496
Churchman .....	16	2,283
Woman's Weekly .....	9	1,675

April 16-21	Columns	Lines
Saturday Evening Post ..	406	69,133
Literary Digest .....	120	18,274
American Weekly .....	63	17,456
Outlook .....	57	8,172
Life .....	31	4,445
American Legion Weekly ..	30	4,428
Christian Herald .....	24	4,182
Argosy-All-Story (Pg.) ..	17	3,815
Collier's .....	19	3,393
Judge .....	22	3,179
Independent .....	20	2,882
Churchman .....	18	2,610
Youth's Companion .....	15	2,550
Nation .....	15	2,180
New Republic .....	13	1,984
Woman's Weekly .....	7	1,405

April 23-28	Columns	Lines
Saturday Evening Post ..	403	68,515
Literary Digest .....	127	19,429
American Weekly .....	66	18,320
Outlook .....	47	6,801
Collier's .....	35	6,051
Life .....	30	4,327
Independent .....	24	3,505
Nation .....	21	3,072
Argosy-All-Story (Pg.) ..	10	2,411

	Columns	Lines
American Legion Weekly ..	16	2,339
Youth's Companion .....	13	2,337
Christian Herald .....	13	2,317
Churchman .....	16	2,290
Woman's Weekly .....	12	2,209
New Republic .....	12	2,128
Judge .....	12	1,761

April 29-30	Columns	Lines
American Weekly .....	64	17,582

Totals for April	Columns	Lines
Saturday Evening Post ..	1,790	304,356
American Weekly .....	335	92,038
Literary Digest .....	536	81,612
Outlook .....	191	27,432
Life .....	143	20,539
Collier's .....	110	18,779
Forbes .....	118	18,033
Christian Herald .....	99	16,872
American Legion Weekly ..	110	15,837
Independent .....	110	15,791
Argosy-All-Story (Pg.) ..	69	15,502
Nation .....	108	15,142
New Republic .....	92	13,667
Judge .....	80	11,533
Youth's Companion .....	59	10,074
Churchman .....	68	9,625
Woman's Weekly .....	42	7,728

# RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1 The Spur (2 issues) ...	702	118,032
2 Vogue (2 issues) ...	653	103,038
3 Ladies' Home Journal ..	498	84,714
4 Town & Country (2 is.)	497	83,604
5. House & Garden .....	496	78,485
6 Motor .....	448	70,896
7 Good Housekeeping .....	491	70,253
8 Country Life .....	375	63,066
9 American .....	380	54,427
10 MacLean's (2 Apr. is.)	295	51,634
11 Harper's Bazar .....	300	50,416
12 Pictorial Review .....	233	46,660
13 Woman's Home Comp. ...	267	45,462
14 Vanity Fair .....	286	45,214
15 McCall's .....	197	39,463
16 Field & Stream .....	260	37,209
17 Radio News .....	234	34,475
18 System .....	239	34,275
19 Popular Mechanics (pg.)	145	32,648
20 Physical Culture .....	223	31,925
21 Canadian Home Journal	181	31,820
22 House Beautiful .....	201	30,989
23 Review of Rev. (Pg.) ..	133	29,898
24 Delineator .....	172	29,361
25 Normal Instructor .....	170	29,006

## A Prominent Editor Recently Remarkd:

"We are always delighted, all the rest of us editors, when the seal of approval is put on something we have published by its reappearance in **CURRENT OPINION**. We know we've produced something tall enough to be called full-grown, when it's entitled to a place in your magazine."

## In **CURRENT OPINION** for May

Picking the Next President

The Tottering Bonar Law Ministry

Make War a Crime

Russia Again Shocks Mankind

France and Britain Near  
the Breaking Point

H. G. Wells Names the Ten  
Most Important Books

Burbank's Greatest Discovery

The Story and Play of the Month

24 Pages of Art-gravure Pictures

## **CURRENT OPINION**

RAYMOND A. BABCOCK

*Advertising Manager*

50 West 47th Street  
NEW YORK

105 West Monroe Street  
CHICAGO

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF MAY ADVERTISING

## GENERAL MAGAZINES

	1923	1922	1921	1920	Totals
American .....	54,427	39,261	39,462	73,312	206,462
MacLean's (2 Apr. issues)....	51,634	46,055	36,925	61,825	196,439
Red Book .....	28,104	29,018	30,733	42,595	130,450
Review of Reviews.....	29,898	30,949	30,390	34,926	126,163
World's Work .....	28,980	26,379	29,344	36,560	121,263
Physical Culture .....	31,925	36,753	23,770	26,811	119,259
Cosmopolitan .....	25,605	21,031	21,147	44,330	112,116
Atlantic Monthly .....	27,379	25,605	26,095	29,935	109,014
Harper's .....	23,731	24,780	26,955	29,820	105,286
Sunset .....	19,270	17,012	21,707	33,140	91,129
Scribner's .....	19,656	18,732	20,972	31,258	90,618
American Boy .....	19,000	18,200	19,074	32,314	88,588
Photoplay .....	21,879	17,511	17,657	23,532	80,579
Motion Picture Magazine.....	18,339	13,598	14,014	27,844	73,795
Century .....	16,856	14,126	18,830	22,204	72,016
Metropolitan .....	*12,891	*10,616	12,797	27,645	63,949
Hearst's International.....	*13,001	14,987	11,271	22,401	61,660
Boys' Life .....	10,280	10,462	13,674	21,365	55,781
McClure's .....	*8,715	*6,864	11,023	28,158	54,760
St. Nicholas .....	9,744	9,632	10,063	12,544	41,983
Current Opinion .....	10,805	7,441	5,340	6,282	29,868
Boys' Magazine .....	4,930	6,844	7,382	9,436	28,592
Everybody's .....	*3,813	*1,500	3,954	16,234	25,501
Munsey's .....	4,900	3,541	6,972	9,338	24,751

\* New size.

495,762

450,897

459,551

703,812

2,110,022

## WOMEN'S MAGAZINES

Vogue (2 issues).....	103,038	79,261	84,248	155,189	421,736
Ladies' Home Journal.....	*84,714	*70,123	*67,064	106,000	327,901
Good Housekeeping .....	70,253	49,987	48,436	68,090	236,766
Harper's Bazar.....	50,416	41,423	43,968	78,963	214,770
Woman's Home Companion..	*45,462	39,532	*38,420	77,000	200,414
Pictorial Review .....	46,660	37,714	29,103	68,800	182,277
Delineator .....	*29,361	*24,873	*27,831	66,995	149,060
†Designer and Woman's Mag.	*24,238	*19,417	*23,730	53,135	120,520
McCall's .....	39,463	25,025	22,876	33,021	120,385
Canadian Home Journal.....	31,820	25,847	25,876	27,267	110,810
Modern Priscilla.....	18,734	17,921	18,319	19,975	74,949
People's Home Journal.....	*17,305	*12,240	*13,600	23,550	66,695
Woman's World .....	15,286	13,959	11,684	16,609	57,538
People's Popular Monthly...	11,165	8,631	7,327	13,059	40,182
Needlecraft .....	*9,010	*7,055	*6,387	8,909	31,361
Mother's Magazine .....	*6,509	*3,370	§	15,130	25,009
Today's Housewife .....	4,480	x	6,499	8,452	119,431

\*New size. †Two magazines now combined. §Issue delayed. ‡Three-year total. x Issue not published.

## CLASS MAGAZINES

Town & Country.....	\$83,604	\$68,041	\$71,477	†108,353	331,475
Country Life .....	63,066	48,475	48,310	65,016	224,867
House & Garden.....	78,485	58,718	38,923	47,889	224,015
Vanity Fair .....	45,214	41,164	33,524	58,330	178,232
System .....	34,275	32,004	32,653	61,832	160,764
Popular Mechanics .....	32,648	33,992	35,392	47,978	150,010
Field & Stream .....	37,209	32,571	28,322	30,304	128,406
House Beautiful .....	30,989	27,681	24,461	23,805	106,936
Outers' Recreation .....	27,698	22,825	23,932	21,317	95,772
Popular Science Monthly....	27,015	19,563	19,959	28,608	95,145
Theatre .....	*17,240	*12,209	*15,521	46,060	91,030
Nation's Business .....	24,210	12,716	18,228	29,106	84,260
Scientific American .....	*14,479	*9,604	§12,730	*41,240	78,053
Science & Invention .....	16,346	16,569	20,959	21,692	75,566
National Sportsman .....	21,607	18,798	16,622	15,890	72,917
Outdoor Life.....	18,099	16,177	15,643	12,000	61,919
Forest & Stream.....	15,873	11,128	10,153	12,032	49,186
Outing .....	4,770	7,544	6,158	10,499	28,971

592,827

489,779

472,967

681,951

2,237,524

‡Two issues. \*New size. †3 weekly issues. §4 weekly issues. x5 weekly issues.

## WEEKLIES (4 April Issues)

Saturday Evening Post.....	304,356	†272,847	†230,667	327,541	1,135,411
Literary Digest .....	81,612	†78,386	†86,972	161,909	408,879
American Weekly .....	†92,038	†78,851	†40,569	†35,063	246,521
Outlook .....	27,432	28,340	31,216	39,871	126,859
Collier's .....	18,779	†18,480	†28,716	x50,935	116,910
Christian Herald.....	16,872	†23,761	†21,783	45,805	108,221
Life .....	20,539	16,455	19,868	†36,782	93,644
Judge .....	11,533	†5,364	†8,356	7,431	32,684

x2 issues. †5 issues.

573,161

522,484

468,147

705,337

2,269,129

GRAND TOTALS.....2,269,664 1,939,538 1,876,033 2,931,244 9,016,479

Totals  
206,462  
196,439  
130,450  
126,163  
121,263  
119,239  
112,116  
109,014  
105,286  
91,129  
90,618  
88,588  
80,579  
73,795  
72,016  
63,949  
61,660  
55,781  
54,760  
41,983  
29,868  
28,592  
25,501  
24,751  
110,022

421,736  
327,901  
236,766  
214,770  
200,414  
182,277  
149,060  
120,520  
120,385  
110,810  
74,949  
66,695  
57,538  
40,182  
31,361  
25,009  
119,431  
399,804

331,475  
224,867  
224,015  
178,232  
160,764  
150,010  
128,406  
106,936  
95,772  
95,145  
91,030  
84,260  
78,053  
75,566  
72,917  
61,919  
49,186  
28,971  
237,524  
issues.

135,411  
408,879  
246,521  
126,859  
116,910  
108,221  
93,644  
32,684  
269,129  
016,479

## When We Say That Two Men Are Talking Politics We Often Mean That They Are Wrangling About Some Mere Party Question

The first issue of THE ATLANTIC MONTHLY nearly seventy years ago, printed on its back cover, "It will deal frankly with parties and with persons, endeavoring to keep in view that moral element which transcends all persons and parties and which alone makes the basis of a true and lasting national prosperity."

From Quincy's article in the second issue "Where Will It End?" to Gardiner's "America Must Decide" in the current number the whole vista of our political history stretches between.

Through the eventful years of the Civil War, the reconstruction following, through the eighties, nineties, and into the new century and the last decade with the old isolation gone and our international relations coloring national politics, THE ATLANTIC MONTHLY has kept this ideal.

# The Little Schoolmaster's Classroom

A SALES MANAGER who has been sending out hundreds of thousands of form letters, many of them in serial follow-up sets, has discovered one or two things which will be interesting to the Class.

"It took me ten years," he explained, "to learn that it is seldom wise to put anything on the outside of the envelope except the address. And this includes the elimination of the firm name, pictorial embellishments and the customary marks of identification.

"Having tried both, I think I know—in my own case, of course. Here is the main objection to the embellished form-letter envelope: inevitably, it will happen that a certain percentage of people on your list will think they are not interested and throw the communication aside. When a second, a third and a fourth letter goes to them, and they see the envelope identification mark, they are more than likely to throw them into the trash basket without so much as the formality of opening. 'Just another one of those Smith letters,' they remark. Thus much waste enters in.

"But when the prospect receives a blind envelope, with only his name and address thereon, he is duty bound to open it up and investigate. He simply can't do anything else. Try it and see. Try it in your own case."

\* \* \*

What does it cost an advertiser to underbid his hand? What does he lose when he orders, through a perverted sense of economy, too small a supply of dealer helps, catalogues or other sales promotional material? The Schoolmaster might offer up a little homily here on the folly of buying space, printing, engraving and advertising counsel when the interest and desire they create cannot be followed up properly.

A few weeks ago one of the

members of the Class found his thoughts wandering back to a brook he knows where the trout are so big that they have arms and legs. After the middle of April you can go to this brook or any other stream in the State and catch your breakfast if you are smart enough. So it is not at all remarkable that this nine o'clock scholar, who loves his fishing possibly a little bit more than anything else except his work, studied the April advertising pages of his pet outdoor magazine more carefully than usual. One advertiser caught his eye with the offer of a chart of scientific bait selection. It looked so good that this member of the Class read it and reached for his fountain pen to fill out the coupon with the speed of a projectile saying good-bye to its parent *soixante-quinze*.

\* \* \*

Then he waited for two weeks. Finally a form letter from the advertiser arrived. "We thank you for your request for our new literature and Chart of Scientific Bait Selection," it said, "and regret the necessity of advising you that we cannot forward this for at least three or four weeks." There were two or three more paragraphs, a first-rate attempt to make the best of a bad situation. Then the sales manager's rubber stamped signature. This member of the Class pondered over it. He was disappointed, and as Huck Finn puts it "There warn't no more smile to him than there is to a ham."

The Schoolmaster cannot resist the temptation to point out how expensive it may be for an advertiser to broadcast a bait chart or what-not and then throw all chances of making a sale to the winds by failing to deliver. Beyond a doubt this advertiser acted in good faith. Probably he was swamped with requests. To make good his offer he had to know



# Vermont Leads In Auto Ownership

Vermont leads all states east of the Ohio River in automobiles per capita.

Automobiles



*Sign Posts  
of  
Buying  
Power  
No. 7*

There are 124.5 cars per 1,000 of population in Vermont according to 1922 registrations. This is a good lead over the other eastern states, says the National Automobile Chamber of Commerce.

Be reminded in making up your newspaper schedules that Vermont is a "first" state, well covered by six dailies.

## Vermont Allied Dailies

Barre Times    Brattleboro Reformer    Bennington Banner  
Burlington Free Press    Rutland Herald  
St. Johnsbury Caledonian-Record

## You need this lettering device

—if you make layouts and dummies or if you use, or would like to use, Hand Lettering. The headlines above and below were lettered by a novice without training or ability.

### The VIZAGRAPH

is not a rubber stamp, stencil or photographic process. It is a practical device that does perfect Hand Lettering in many styles and sizes. It is in constant use by Advertising Agencies, Art Services, Publishers, Engravers, Printers and Advertising Managers. Its cost is moderate and it quickly pays for itself in time and money saved and in improved work.

Send for illustrated booklet containing samples of VIZAGRAPH Work.

**VIZAGRAPH Company**  
949 Broadway, New York City

## EVENING HERALD

Los Angeles, Cal.

### Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending  
March 31, 1923.....166,300 daily  
Six Months Ending Sept.  
30, 1922.....145,953 daily  
Increase in Daily Average  
Circulation ..... 20,347

### It Covers the Field Completely

Representatives:

H. W. Moloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg.,  
6 No. Michigan Ave., Chicago  
A. J. Norris Hill, 710 Hearst Bldg.,  
San Francisco, Cal.

## TRADE PAPER WANTED

The advertiser wants to buy a trade paper now published in New York, or that can be published in New York.

Not now financially interested in any paper, so address in full confidence, with complete details, price, etc.

Address "M. J.," Box 110, Care of  
Printers' Ink

in advance the extent to which the medium and his copy would pull replies. Yet how could he know?

A member of the Class suggests that if the advertiser is a novice (he is not) he should have experimented with small space first to gain some concrete idea of the probable demand for his bait chart. Another says that the advertiser should have known pretty definitely how many people the advertising would reach and interest. He could have known how many people there are who are live prospects for bait and fishing tackle. Having these facts he could have based his order for charts on something tangible. If the demand did not exhaust his supply the surplus could easily have been distributed to dealers with practically no waste. The Schoolmaster hopes that the chart itself is more scientific than the method of supplying it to the interested ones who clipped and mailed the coupon.

\* \* \*

The current advertising of the Mahogany Association, Inc., illustrates an advertising principle which the Schoolmaster feels is worthy of the attention of the Class. The copy is headed "Exploding the Mystery of Costliness." In this connection it should be explained that mahogany sales have suffered from the misconception that it is far more expensive than other woods. Until the advertising of the Mahogany Association was inaugurated, no effort was made to correct this misconception.

In present advertising, however, the Mahogany Association is taking the bull by the horns and in unmistakable fashion is comparing the costs of mahogany with other well-known woods. A recent piece of copy gives figures showing the cost of genuine mahogany as installed in the Boston Chamber of Commerce Building, the Temple Building, Chicago, and the "Bungalow Beautiful," Atlantic City. In each case the contract price of genuine mahogany is listed together with alternate bids on

## An Opportunity For An Advertising Agency of Character and Substance

There is at present available a man who should prove a highly desirable and profitable acquisition to a real advertising agency.

This man is not an agency man, yet through his great experience, he is thoroughly familiar with every angle of agency work, and has been of much help to a number of agents, as to many advertisers in their larger problems.

As a merchandising and advertising man and a business counsellor, the subject of this message is well-known and profoundly respected.

He knows the difference between sound and unsound merchandising methods—also the difference between good and bad advertising. He is a logical and forceful writer and maker of advertisements.

In one of the most important advertised lines, this man's knowledge and influence are widely recognized.

As a salesman and sales executive, this man is an infallible producer. His methods are vigorous, clean and high-minded.

He should contribute wholesome influence, stability and much profitable business to any institution with which he might become affiliated. He does not, however, agree to take to an agency one dollar's worth of business as a reason for his engagement, a condition of which is that he shall be provided with a fair drawing account or a substantial salary.

Every response to this message will be kept in strict confidence.

Address

L. A. R., Box 182, care of PRINTERS' INK.

## American Lumberman

Est. 1878.

Chicago

The Largest Paid  
Circulation in the  
Lumber Field.

MEMBER A.B.C.

**Proprietary Medicine**  
Manufacturers large and small all  
read and rely on the trade paper  
of their industry.

**"Standard Remedies"**  
(440 South Dearborn, Chicago)

CHAIN  
STORE  
LISTS

—for  
**Adv. Managers**

A billion-dollar market! Kellogg Lists give names and addresses of Chain Store Buying Headquarters, number of stores operated, etc. Write NOW for folder.

**KELLOGG PUBLISHING COMPANY**  
169 Bridge Street Springfield, Mass.

Free Prospectus  
of a thorough training in  
**ADVERTISING**

Write for it right now  
Instructor in  
Advertising and Selling  
Bryant & Stratton College  
Buffalo, New York



**Howell  
Cuts**

for house organs  
direct mail and  
other advertising

ask for proofs  
Charles E. Howell, Fisk Building, New York

**Free**  
**Mailing Lists**  
Will help you increase sales  
Send for FREE catalog  
showing details covering  
names of your best prospective customers. Counts  
and prices are given on thousands of different Mailing Lists.  
**99% GUARANTEED 5¢ each**  
by refund of  
**Ross-Gould Co.** 547 N. St. Louis  
10th St.

such woods as quartered white oak, birch, plain white oak and poplar.

Of course the purpose of the comparison is to show that there is only a slight increase in the first cost of mahogany interior woodwork as compared with other less valuable and less beautiful cabinet woods.

Advertising of this type, in the Schoolmaster's opinion, can well be applied to other industries which are suffering from what the association so aptly describes as the "mystery of costliness."

\* \* \*

The introduction to each advertisement referred to reads: "As Columbus exploded the fallacy which held nations from the seven seas, so the Mahogany Association, Inc., is exploding the 'mystery of costliness' which has kept so many home builders from the full use of mahogany for interior woodwork."

In a like way numerous products are not purchased because representative buyers are incorrectly informed concerning the price. On more than one occasion the Schoolmaster has done without various conveniences and luxuries merely because he was under the misconception that their cost was exceedingly high. Is the Schoolmaster in a class by himself so far as this is concerned? Dozens of sales are lost daily in all types of retail stores because manufacturers have failed to explode this mystery of costliness. Price advertising may not be ad-

### EFFECTIVE HOUSE ORGANS DO NOT HAPPEN

*They Are Made!*

With 11 years of special training and experience building effective house magazines for national merchandisers, I am in position to tell you how to make your house magazine build business economically. Can I help you? Answer.

**FRED CURRY WEST**  
Commercial Author

245 Oak Ave.

Aurora, Ill.

## The "CLASSIFIED" Clearing House

NEW YORK · ARKENBERG SPECIAL AGENCY  
REPRESENTING 500 NEWSPAPERS

CHICAGO  
WRITE FOR BOOKLET

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visible in all instances, but there are occasions, as the Mahogany Association campaign proves, when an unrestrained handling of the topic will remove a serious sales impediment.

\* \* \*

Emerson & Orme, distributors of the Buick automobile in Washington and surrounding territory, have hit upon an original method of advertising in newspapers.

There are twenty-three active members of the firm, salesmen, for the most part.

The company, at its own expense, takes half pages to introduce all of these people to the public. Their portraits are reproduced from photographs, with names beneath each picture.

And the public is virtually told this:

"You can often tell by the looks of people whether you will like them, believe in them, trust them, believe what they have to say. Very well, here are pictures of all the active members of our institution.

"If you want to talk cars, select the salesman most appealing to you—jot down his name—ask for him. In any event, this is a good way of introducing you to everybody in our employ."

The Schoolmaster learns that perhaps the most important part of the advertising idea, is the boost it seems to give to the morale of the sales force.

The men are very proud of the fact that their pictures are used in newspaper display, where a great city will see them and become

## AN OPPORTUNITY FOR A REAL SALESMAN

There are vacancies on our sales staff for a few outstandingly successful salesmen. Ours is a line of branded and nationally advertised dresses sold only to the finer specialty or department stores. The men we want must have successful records selling branded and advertised goods, although dress experience is not essential. Drawing account and commission. Give full particulars in first letter.

Address "R. O.," Box 176, care of Printers' Ink.

## Make Sure That Your Permanent Records Are Permanent

Loose or merely clipped pages are easier to lose, mislay or mutilate than pages neatly and securely bound with the



## AJAX EYELET FASTENER

Punches hole, inserts and clinches eyelet in one operation. Needed for all valuable papers by every advertising agency or department.

Order from Your Stationer

MACHINE APPLIANCE CORP.  
351-353 Jay St., Dept. PI, Brooklyn, N. Y.

# CANADIAN ADVERTISING

CALL IN

## SMITH, DENNE & MOORE.

LIMITED

TORONTO  
Lumsden Bldg.

MONTREAL  
275 Craig St. W.

## Making Conversation:

Need any fresh strawberries?  
No, not today, thank you.  
Any fresh shrimps?  
No, not today, thank you.  
Any fresh ideas?  
What's 'at?  
Fresh ideas.  
Sure; where are they?  
I have an Idea Farm.  
Whereabouts?  
Under my hat; and the worst of it is  
that I've become overstocked lately,  
and if I don't get an idea outlet  
soon I'll have to go out of business.  
What are you going to do about it?  
Write copy for YOU maybe! Here's  
my card—drop me a line.  
Address "S. T.," Box 177, care of  
Printers' Ink.

## Letter Specialist

A writer of human, "home-hitting" copy seeks a broader outlet for his specialized training and experience.

Possesses versatility to an unusual degree, having written action compelling letters on many articles of commerce—indicative examples being Automobiles, Clothing, Graphite, Peanuts, and Technical Books retailing for \$100 a copy.

No wonder worker—just a naturally deliberate sales letter specialist who plays to his audience of readers.

His services will prove invaluable to an agency or house doing extensive direct-mail selling.

A likable 29-year-old chap, single, and university educated.

Address "E. G.," Box 184, care P. I.

## "HELP"

You may need it today,  
tomorrow or next year.

Those who would profit by the experience of others in building Sales by Mail should send for my new "Help" folder—no charge.

Those who approach Direct-Mail selling in a serious way with proper guidance make a success of it. Those who guess at methods fail. I furnish the guidance, the ideas, the experience, the plan, the copy complete and my charge is always less than you would pay for your mistakes.

Samples of my work on request.

**George Simms**

18 West 34th St. New York

familiar with their names. They do everything in their power to live up to the nice things that are said.

## W. H. Martin Joins Atlantic City Publisher

William Harold Martin has been appointed director of the service department of the Amusement Publishing Company, Atlantic City, publisher of *Amusements*, *The Venor News*, and *The Mirror*. Mr. Martin was formerly with the service department of The Holmes Press, Philadelphia, and more recently was with the sales organization of the Fenton Label Company, also of that city.

## Imports High for February

Merchandise imports into the United States, according to recently issued figures, during February amounted to \$296,000,000 as compared with \$329,843,000 in the preceding month, and \$215,743,000 in February, 1922. The total for February this year was greater than that for the same month in any previous year except 1920, when February imports totaled \$467,402,000.

## A. C. Inman Joins "Farm and Home"

Allan C. Inman, manager of the merchandising service department of the Springfield, Mass., *Union*, has resigned to join the Phelps Publishing Company, of that city. Mr. Inman will be with the advertising department of *Farm and Home*.

## Salesman Wanted

One of my clients, an old-established house, selling a quality material to printers, advertisers and advertising agents, wants a clean-cut energetic young salesman. Experience in line not necessary. Must be willing to keep on the job. Permanent future and increasing earnings will be the reward. Salary and commission.

EDWARD H. SCHULZE, Inc.  
Woolworth Building New York

## HERE'S AN ADVERTISING MAN

we highly recommend for a real advertising or sales promotion position. He's reliable, active, thorough and possessed with real business sense and judgment. Has creative ability and merchandising knowledge. Ten years' all-around advertising experience, including mail order and magazine. 31 years old. Chicago or vicinity preferred.

ANKRUM ADVERTISING AGENCY  
20 W. Jackson Boulevard Chicago

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## BUSINESS OPPORTUNITIES

**ASK FOR 25th ANNIVERSARY**  
Harris-Dibble Company Bulletin of  
Publishing Properties, 297 Madison  
Avenue, New York.

**Catholic Premiums**, exclusive, inexpensive, the kind Catholic people appreciate. Use them in your efforts to secure the trade of America's 18,000,000 devout Catholics. Salford Mfg. Co., 1235 Arch, Phila.

## Printing Machinery and Supplies

New or Pre-Used  
**Printers' Complete Outfitters**  
Conner, Fendler & Co., New York City

### FOR SALE

Multigraph, Jr., No. 60, and type-setter complete. Almost new. Cost \$150. Sell \$110 if taken at once. 47 West 34th St., New York City.

**PERIODICALS, HOUSE ORGANS, CATALOGS**, etc.—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from N. Y. Stryker Press, Washington, N. J. Phone 100.

## Display Production Man

To superintend small, growing plant of large national advertiser, located New York. Must be capable of producing stencil and all types of window and counter displays. State experience, age and salary. Box 801, Printers' Ink.

## A Practical and Experienced Window Display Man

A national advertiser in New York has an opening for a man who can originate displays, work them out and tell the dealers by correspondence how to use them, rendering a real service to druggists. Give experience, age and salary. Box 802, Printers' Ink.

## Farms and Small-Town Homes

of Eastern-Central Penna. counties offer a prolific field for the advertiser desiring to reach these thrifty people (Penna. Dutch). I am equipped with automobile to deliver catalogues, magazines, booklets, samples, or tack signs. Thoroughly familiar with territory. All references. Address Victor Erlenmeyer, Quakertown, Bucks Co., Pa.

## PARTNER WANTED

with Character as chief capital, plus Advertising acumen, inside and out!  
**CONFIDENTIAL, Box 804, P. I.**

## Advertising Agency Commission

allowed on Multigraphing, Addressing, Mailing, Broadcast Multi-Letter Service, 134 West 43rd St., New York City.

## CHICAGO REPRESENTATIVE

Can cover this district thoroughly and yield results for an aggressive trade periodical that has something real to offer its advertisers; have good connections. Details on request. Box 812, P. I.

**IF** you want to increase your business in the country or to know more about the world's greatest market, ask for free copy of **FARM MARKET SAYINGS**. **Frank B. White**, Agricultural Advertisers' Service, 76 West Monroe Street, Chicago, Illinois.

## WHY NOT Try New Blood

If your representative is not producing **WHY** not make a change? New blood, renewed enthusiasm, "pep," often makes all the difference in the world. Many publishers do not realize how important such representation is to their progress, or are held back by excuses.

**WE WILL GUARANTEE** an increase to any reputable publisher or the trial won't cost him a cent. Six months to prove our mettle—only three if you insist. Now is the time to act. We expect to work hard all summer and make it pay big in the fall.

Do **YOU** want that kind of service from a well-established Chicago special agency, with undoubted highest testimonials and record? **Box 818, Printers' Ink, Chicago Office.**

New York representative could use our connection to advantage.

## HELP WANTED

**Circulation Manager**, good opportunity for man of ability. Territory covers twelve Southern States. Give age, experience, reference and salary. Address **Box 794, Printers' Ink.**

## Printing Salesman

Good opportunity to right man, controlling trade; commission basis; references; medium up-to-date plant. Chelsea Press, 324 East 23rd St., New York City.

## COPY MAN WANTED

A moderate-sized, well-financed agency in the Southwest needs a high-grade, experienced copy writer.

The successful applicant will be given an interest in the business after he has proven himself. No beginners need to apply. Write fully, sending specimens of your work. **Box 793, Printers' Ink.**



**Special Representative wants solicitor** who is acquainted with New York agencies and advertisers. Permanent position, good salary and good opportunity. Address, stating experience, to Box 809, P. I.

**Advertising Agency**, Christian firm, offers a good future to young man about 20 years; experienced in handling details, contracts, electrotypes, etc. State experience and salary expected in letter. Box 811, Printers' Ink.

**WANTED**—Advertising solicitor, willing to travel, Eastern territory. Old-established and well-known publication. Slight knowledge of French necessary. Liberal commission. Apply Room 619 at 150 Nassau Street, New York, N. Y.

**Ad and literature copy writer** on Gasoline Engines; American, Protestant, around 30 years, of no bad habits. A live wire, but no smart Aleck. Position permanent. Interest in company later if agreeable. Witte Engine Works, Kansas City, Mo.

**ART SERVICE SALESMAN** to represent one of the leading Art Services in the United States. A splendid opportunity for the right man. Apply between 9 and 9:30 A.M., Room 801, 25 East 26th St., New York City.

**JUNIOR EXECUTIVE**—Unusual opportunity with national magazine for young man, 25 to 30 years old, who is a good correspondent and who has possibilities for developing into a responsible sales executive. Give full details of your experience and mention salary expected. Box 810, Printers' Ink.

## An Unusual Opportunity

A leading agency is seeking the services of a live

## ADVERTISING WOMAN

of recognized creative and executive ability for which she desires greater scope.

First letter should give full particulars, accompanied by exhibit representing own performance.

Box 815, PRINTERS' INK.

### ARTIST

to make layouts for large advertising agency. One with a fair knowledge of illustration and design. Address Box 797, Printers' Ink.

### PHOTO-ENGRAVING SALESMAN

WE HAVE A POSITION OPEN ON OUR SALES FORCE  
THE GILL ENGRAVING COMPANY

### SALES MANAGER

An opportunity for young and aggressive man to assume full charge of marketing a nationally-known, but under-distributed article, selling to department and feminine apparel stores. Knowledge of direct-by-mail advertising desirable; of developing a sales force essential. The company is a long-established manufacturer, located in New England with office in New York. State minimum salary and give details of experience. Box 814, care of Printers' Ink.

## ADVERTISING COPY WRITER

Exceptional opportunity for an exceptional man. One of the leading agencies of the Middle West has an opening for a high-calibered copy writer. Man securing this appointment can very quickly become head of copy department if he shows a capability for directing the copy production of others in addition to competence in his own writing. In making application state experience in detail, salary desired, age, married or single and references. Address Box 813, Printers' Ink.

### MISCELLANEOUS

#### BOOKS WANTED

Rowell—Forty Years an Advertising Agent. Dunster House Bookshop, 26 Holyoke Street, Mt. Auburn, Cambridge, Mass.

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 14, 1923, at 12 o'clock noon.

CHAS. H. THAYER, Pres.

### POSITIONS WANTED

#### Commercial Artist

Young woman, Cooper Union graduate, reliable, amiable. Desires opportunity to prove worth in agency, studio or individual work. Box 796, Printers' Ink.



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**Advertising Service**—I plan forceful publicity campaigns. Folders, booklets, catalogues, sales letters prepared; reasonable rates. Irving Bresalier, 239 West 39th St. Pennsylvania 4220.

A contributing editor now furnishing editorial and feature material to publications of the highest class wishes to extend his field of work. Specializes in scientific and economic subjects. Box 822, P. I.

**Direct-Mail Sales-Promotion Man**, 11 years' successful trade publication and other experience. Thoroughly competent to handle either circulation or advertising. Located N. Y. Box 820, P. I.

**Yale Graduate**  
Honor man, age 26, 18 months France; 6 months advertising, 1 year's selling experience. Desires position N. Y. C. Address Box 800, Printers' Ink.

Young man would make fourth trip through South American countries in interests of a small group of concerns for selling, investigating, propagating, adjusting, etc. D. Turet, 1658 B'way, N. Y.

#### LETTERING AND LAYOUT

Artist wishes permanent connection or part-time job with agency. Free lancing for past year. Address Box 816, care Printers' Ink.

### FREE-LANCE ARTIST

Snappy Letterer, Design and Layouts wishes work. Good service, reasonable. Box 805, Printers' Ink.

#### PRINTING ESTIMATOR

Practical in all branches of business, desires connection with publisher, manufacturer or mercantile concern. Can save you money. Box 817, Printers' Ink.

### COPY WRITER

Ten years copy-plan chief N. Y. big agencies. Expert. Part or full time. Box 819, Printers' Ink.

#### ADVERTISING ARTIST

would like to connect with advertising manager in well-established concern. Creative, business and sales ability, agency, engraving and printing experience. Box 806, Printers' Ink.

**Artist and Mechanical Production Man** would like to combine his talents in shaping advertising as a creative artist and visualizer with manufacturer or printing house. Agency and manufacturing experience. Business and sales ability. Box 807, Printers' Ink.

### Can You Use a Good Man in New York City?

20 years Business Manager and Circulation Manager of Successful Periodicals—and always made good. Box 798, P. I.

#### LETTERS THAT "PULL"

For five years I have sold advertising space by mail, and managed extensive follow-up system. Am also advertisement writer and experienced in sales research work. American, college graduate, age 37, married. Can I help out in your sales or advertising departments? Box 808, Printers' Ink.

### WE CONNECT THE WIRES

**OVER TWENTY YEARS** we have conducted a service bureau for employers and position seekers in the Advertising-Publishing field. Our lists include men and women fitted for positions up to the highest responsibility in advertising, publicity and sales departments of trade journals, agencies, mercantile and manufacturing concerns. Registration free; no charge to employers.

#### FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

### AUTOMOTIVE COPY WRITER

Forceful writer of "selling" automotive copy wants connection with agency or maker of parts or accessories. Send for convincing copy samples. Box 823, P. I.

**Young man**, 26, educated, one year of writing experience, at present with trade journal, desires position in an editorial department which will afford training and development under guiding eye in return for intelligent, industrious application and loyalty. Salary modest. Box 824, Printers' Ink.

### Advertising and Circulation Man

with wide and successful trade-paper experience, seeks association with aggressive New York trade or class publication. Competent to take full charge of advertising or circulation department. Moderate salary until worth is fully demonstrated. Highest references. Box 821, P. I.

### NEWSPAPER EXECUTIVE

Canadian, aged 27, with ten years' practical experience on larger newspapers, executive and selling, open for connection with opportunities. Knows promotion and copy writing. Record is "made good" all through. Best Canadian and U. S. references. Further particulars Box 803, P. I.

### EDITOR-PUBLICITY MAN

On the lookout for a real live job. Twenty years' experience on national magazines and other publications. Business contact in a large industry where he had charge of three house organs and publicity. Interested in a magazine editorship, an industrial publicity opportunity, or opening with an advertising agency. Name in Who's Who. Box 799, Printers' Ink.

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# Too Much Is Said About Too Little



Condense what you have to say and say it quick. People today are in a hurry, so be brief.

There's a made to order medium for hustling firms that speaks convincingly to bustling Americans.

It is obviously—**OUTDOOR ADVERTISING.**

There are two sides to modern life—inside and outside—and most of it nowadays is outside.

It is up to you which side you cultivate. Some prefer both.

Do yourself the favor of considering—

## OUTDOOR ADVERTISING



*Branches in 49 Cities Operating in and  
Representing 9,000 Cities and Towns*

**CHICAGO**  
Harrison, Loomis &  
Congress Sts.

**NEW YORK**  
Broadway, Fifth Ave.  
at 25th Street

# Chicago's most important grocery advertiser

—is The Tebbetts & Garland Store. The Chicago Tribune has no little pride in the part it has played in the swift growth of this distinctive store.

Aaron Younker, the owner, announced the opening of his store (early in 1914) exclusively in The Chicago Tribune. From that day to this he has relied upon Daily Tribune advertising for development of this remarkable grocery. In the intervening nine years 336,880 agate lines have been used in The Tribune.

During 1922 Tebbetts & Garland advertising was distributed as follows :

	Agate Lines	Millines	Cost in Dollars
Chicago Tribune	92,062	47,195	\$46,197
Herald-Examiner	93,442	35,084	33,279
Daily News	16,488	6,260	8,573

NOTE that 52% of the total appropriation was spent in The Tribune and that it bought 57% of the total Millines of advertising secured.

In 1914 Tebbetts & Garland spent less than \$4500 in The Tribune—in 1922, more than ten times that amount. If a single Chicago grocery can profitably advertise at this rate what are the possibilities for a food product sold through tens of thousands of grocery stores in the territory which The Chicago Tribune dominates?

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.  
New York City

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Chicago

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